

Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

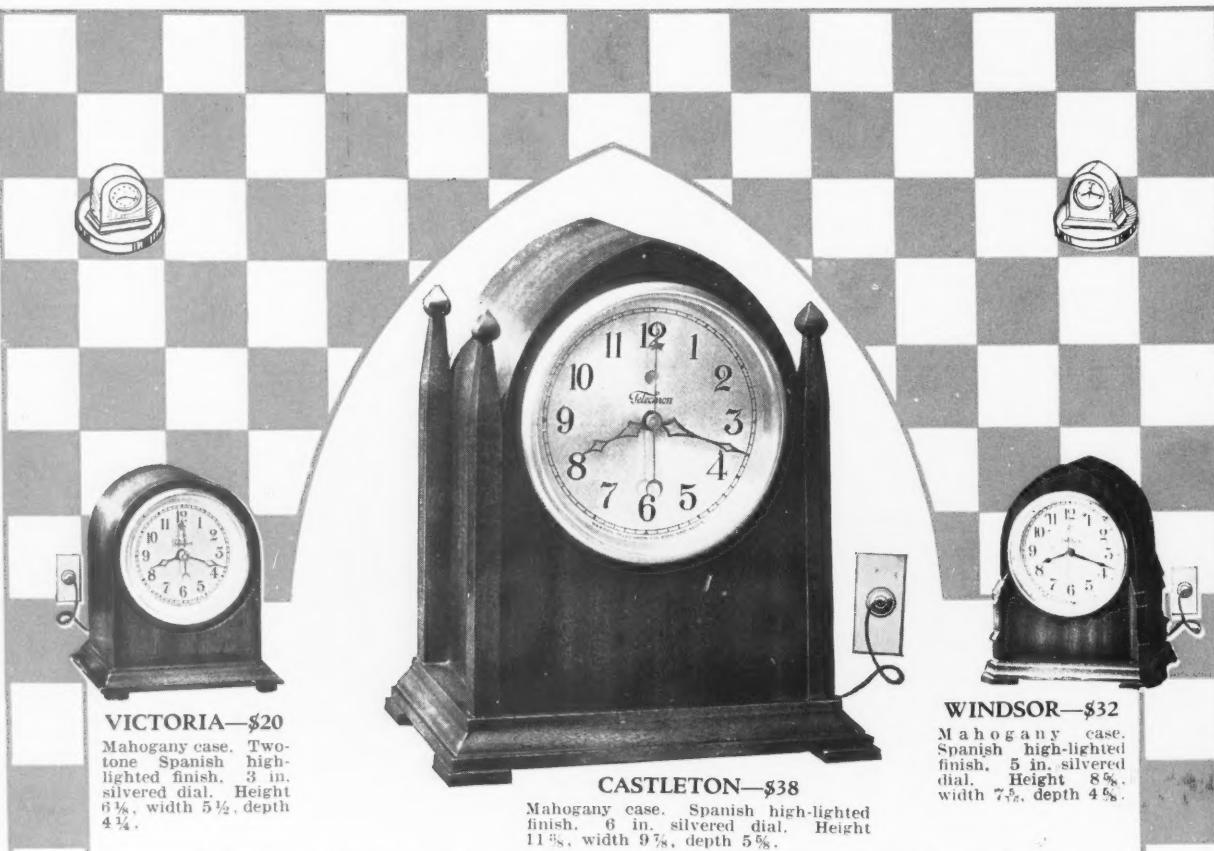
APRIL, 1929

THE
New
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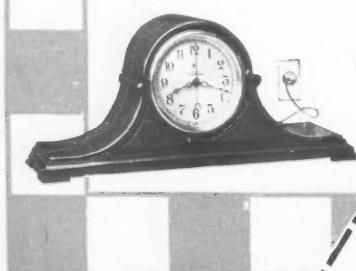
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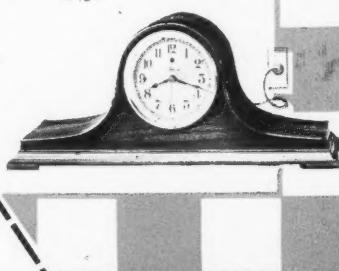
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Electrical Merchandising

The Business Magazine of the Electrical Trade

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Next Month

JUDGING from the number of letters received recently by the editors asking for store-planning ideas, there is more than the usual amount of remodeling and refitting being done this spring by the electrical trade.

Next month, in our May issue, will begin a series of articles by A. J. Luther, an authority on store arrangement and display. Store planning, according to Mr. Luther, must be considered not only from the standpoint of pleasing eye effect; increasing sales per sales person and cutting down display expense are of even greater importance. The arrangement which best combines all elements is, of course, the one to be desired.

Alan Streeter, who you will perhaps remember, wrote a fine article on "Picking Your Salesmen" for the February issue, is back again in May with a timely piece directed at one of the major evils connected with the hiring of appliance salesmen in the electrical industry. It is entitled "Career Men in Selling," and points out some of the sharp differences in the methods of selecting and training salesmen in the insurance business and in our industry. The conclusions drawn are food for very grave thought.

We have had requests from all over the country for reprints of the series of articles by William M. Emery which have been running at different times during the past few months. There is little theory or guesswork connected with his writing. In the May issue he continues his interesting and informative series with an article on a simple method of handling repossession without antagonizing the customer.

These comprise only three of many interesting subjects which will be included in the May issue. All of more than usual importance.

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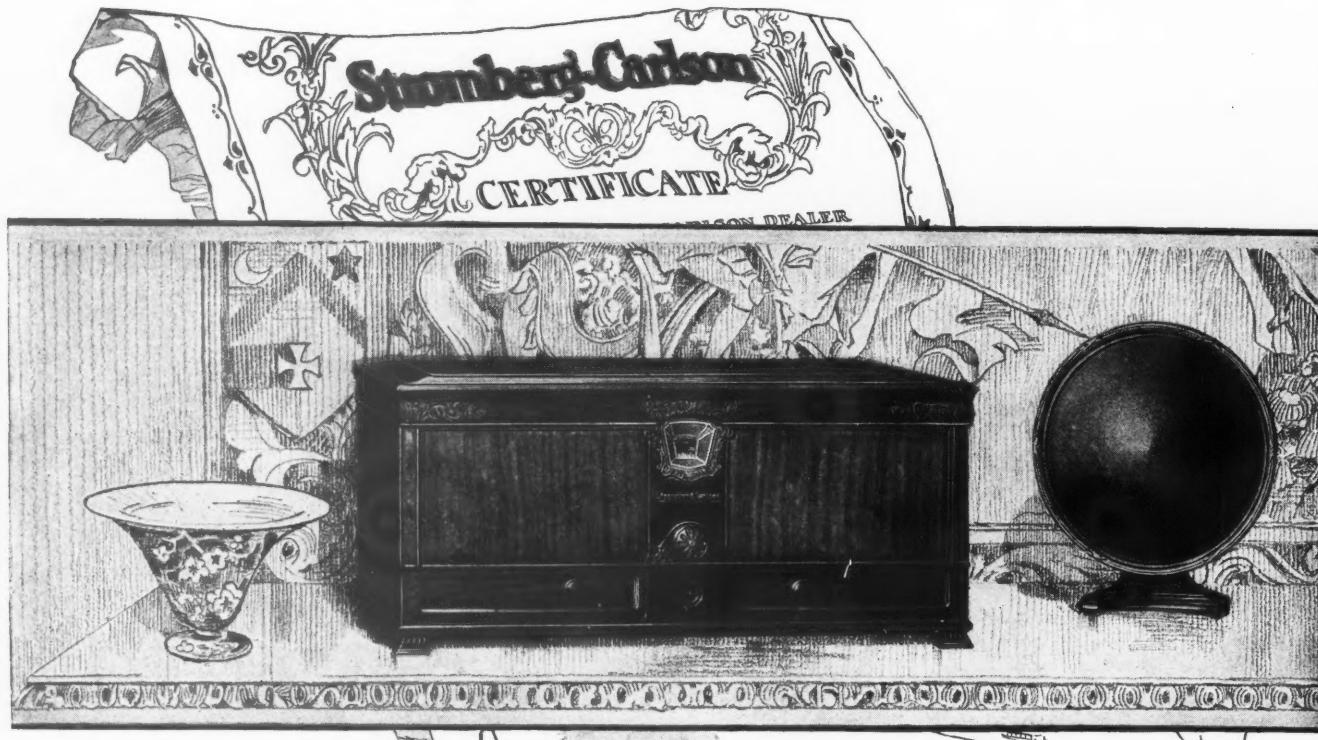
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Electrical Merchandising

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

O. H. CALDWELL,
Editor
M. E. HERRING,
Publishing Director

VOLUME 41

April, 1929

NUMBER 4

PRICE CUTTING *and Common Sense*

THERE is nothing immoral about a price reduction. There is nothing inherently virtuous in price maintenance. The whole question simmers down to two factors—common decency and net profit.

Masters in merchandising realize that some departments of a retail business must be run at a loss as feeders to other departments which are highly profitable—notions in a department store, for instance, as a feeder to dress goods. But the reason these departments are run at a loss is because they simply cannot be made to pay, not because the merchant deliberately or ignorantly throws away a possible profit.

The electrical trade as a whole has a distorted view of price manipulation because the lighting companies have so frequently reduced prices arrogantly and needlessly by mark-downs, premiums, terms, etc., to the point where the goods were sold at a loss. Done thus, price-reducing becomes price-cutting and is obviously unfair and unbusinesslike.

But because such silly practices have been followed by a comparatively few lighting companies, is no blanket indictment of sensible, purposeful and profitable price reduction. Price reduction intelligently utilized, is a legitimate and stimulating trade recourse.

BUT it is not the *price* that makes it stimulating. It is the *reason* for the price. A crude mark-down, without an appealing reason behind it, impresses the public with the conviction that the goods were originally overpriced. The thought-out utilization of the mark-down in which there is an appeal to the imagination, impresses the public with the idea that they are being kissed by Lady Luck.

The *reason* may be that the merchant is overstocked, that he is moving and would rather sell at a reduction than transport the goods to a new location, that he is cleaning out inevitable odds and ends, that the article offered is superseded by a newer style or model, that he has made a fortunate buy and is sharing his luck with the public, that he is celebrating an anniversary and wants to "stand treat," that he is opening a new department or closing out an old one—there are perhaps hundreds of good and valid *reasons* which will satisfy the public's common sense that the reduction is an excep-

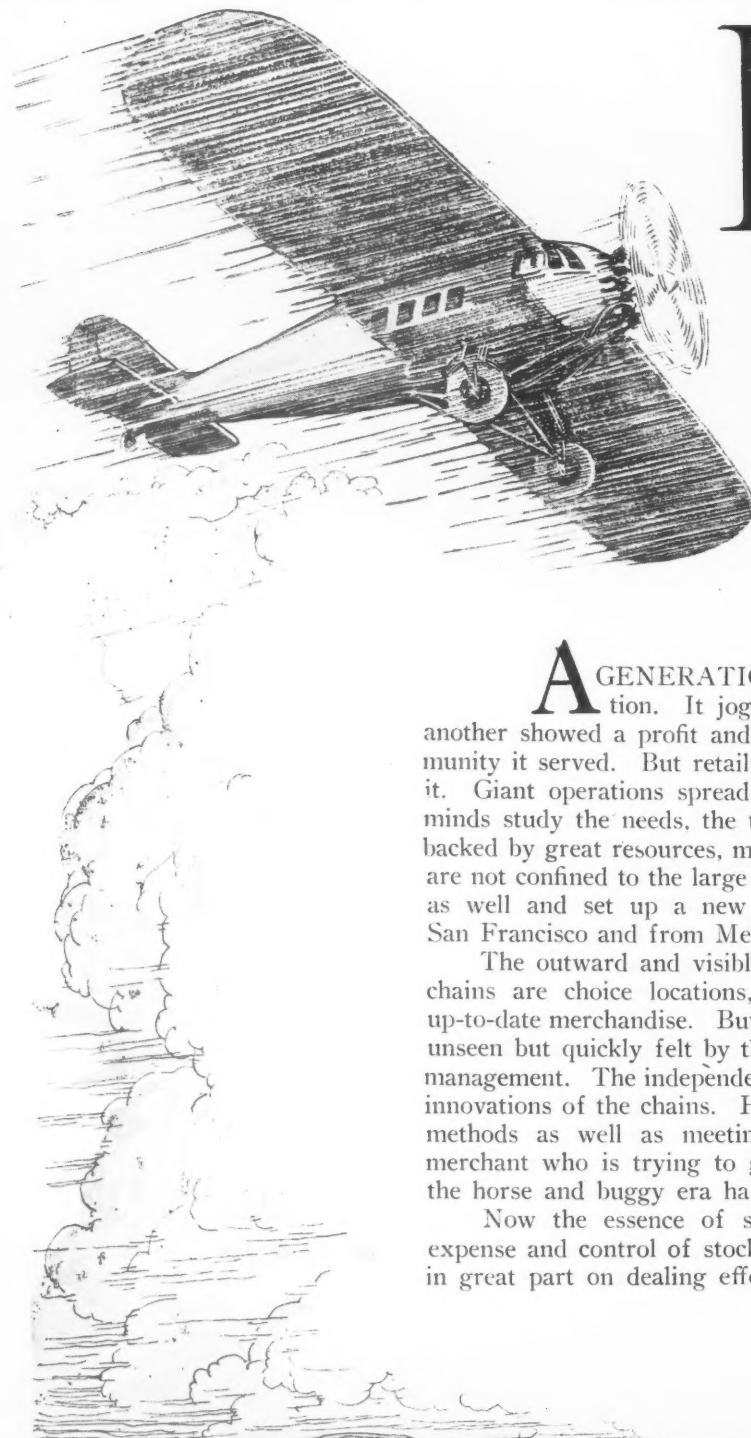
tional and temporary bargain, not a weak effort to "buy" the public's trade, or the acknowledgment that the goods were originally overpriced. Unless such a *reason* is the keynote of the ad, price-reduction is merely an ignorant and vicious assault upon competitors.

We have got to face the fact in this as in any other matter of business, and the fact is that brisk business requires stimulation; it requires that displays, offerings and advertising be continuously refreshed to keep the public interested, to give the store new attractiveness, to maintain sales force enthusiasm and, finally, to keep the cash register jingling. The sensible use of price reduction seems to competent authorities to be vital to such lively merchandising.

NOT that this writer believes in reducing prices on articles which have an established resale (except for clearance of deteriorated stock) nor where such reduction is made simply to injure a competitor. It is a principle of sound merchandising that competitors are entitled to their profit. The merchant who deliberately takes a loss himself simply to cause a competitor loss, is a short-sighted primitive. Win the competitor's trade if you can, seize the leadership and make him eat your dust, but don't flirt with bankruptcy just to bleed him. That is only common sense.

Also it is only common sense to respect the established resale prices of your suppliers when it is evident that a reduction would work an injury to their trade names. There are plenty of ways to utilize price reductions, and plenty of merchandise on which it can be harmlessly utilized, without demoralizing any manufacturer's trade set-up.

The final test of any merchandising act or policy is net profit. Price reductions must meet that test. If, while making a *net* profit, the merchandise is offered at prices which competitors cannot match, that is just too bad. But let us be sure that the result is *net* profit—profit that is represented first by cold cash and after that by increased prestige and public good-will. So long as merchant's prices are such that he can show an actual hard cash net profit plus enhanced merchandising stature in his community, then his competitors have no kick coming.



Horse and

Inventory and stock control methods have not in general changed since the time of the high stepper and the whip socket.

A GENERATION ago retail business was a fairly easy occupation. It jogged along at a comfortable gait and one year with another showed a profit and a volume that grew with the growth of the community it served. But retailing today is different. Big business has come into it. Giant operations spread their units from coast to coast. Keen merchant minds study the needs, the tastes and the buying habits of the consumer and, backed by great resources, make a determined bid for business. Their activities are not confined to the large cities. They have invaded the smaller communities as well and set up a new and formidable competition from New York to San Francisco and from Medicine Hat to Tampa.

The outward and visible expressions of the competition of merchandising chains are choice locations, attractive prices and adequate stocks of fresh, up-to-date merchandise. But behind these there is a powerful competitive force, unseen but quickly felt by the independent trades. And this force is scientific management. The independent dealer must in self-defense adopt the best of the innovations of the chains. He can hardly escape adopting modern management methods as well as meeting the more direct competitive assault, for any merchant who is trying to get along today with the management methods of the horse and buggy era has small chance of profit or even of survival.

Now the essence of scientific store management is control, control of expense and control of stock, for modern merchandising depends for success in great part on dealing effectively with these two problems.

How a modern retail business should control stock to speed turnover and reduce investment.

By S. J. Ryan

Pres. Rines Bros. Co., Portland, Maine



Buggy Methods in An AIRPLANE AGE

To make this thought concrete, let me put two questions: First, Can you make a profit this year on 10 per cent less volume than last year? If you have an adequate expense control system, including a budget for expense as well as volume, the answer would be yes, because your expenses thus controlled can be trimmed to meet a smaller volume.

Just as vital is the second question: Can you do the same volume of business this year as last on 25 per cent less stock? The answer would be yes, provided you practiced the most modern and efficient form of stock control.

What then is the best and most efficient control of your stock? It is known as unit control and means, briefly, that your inventory reported weekly or monthly by units and at retail value.

THE advantages of this method of stock keeping should be readily apparent to any merchant. For instance, it is obviously less helpful for you to know that you have \$5,000 inventory in four types or makes of washing machines than to have definite knowledge of how many of each type or make and price of washer is in stock and how many you have sold over a similar period last year. You must have this detailed knowledge to be able to keep an adequate stock of fast-moving types and also to see that your stock on the slower

moving types is kept down to the minimum. A merchant may think that his old-style inventory in dollars taken every three months, six months or annually is sufficient, but, if this same merchant will install a unit-control system, he will quickly find that he has made available vital facts about his business which he has never known before.

The Unit Control system of taking inventory will positively reduce your stock, reduce loss through depreciation and, in consequence, increase your profits.

There has been an impression, created by a few people not thoroughly familiar with the system, that it is a complicated and mysterious process. It is nothing of the sort. Its installation is simplicity itself. All that is required is an inventory record set up under the headings of merchandise ordered and merchandise sold.

IT IS generally recognized that the most important element in an inventory is BALANCE. Balance means having "what they want when they want it." Unit control is the most effective method I know for keeping your stocks as nearly as possible in balance with demand.

For example, let us say that a man's inventory at retail prices on the first of March or April is \$10,000 and that his prospective sales for the following three months will also be \$10,000. This would be a fair



FORM "A"						RECEIVED FROM	Date	192	2	Dept.
						Name of Mfg.	Smith Mfg. Co.			
						Address	Chicago, Ill.			
						Terms	5-30 days		Invoice No.	
						Amount of Invoice				From Order No.
Mfg. Style No.	Quantity	Cost	Selling Price	Classification	Mfg. No.	DESCRIPTION	2/20	ea		
200	3	63.50	95.50	-	-	Washer	X	1	1	
Re-										

Left—Form "A" is a simple receiving and selling record. Single appliances received are indicated by the figure "1." When the appliance is sold a mark is put through the "1" and the date noted above. In the illustration, of three washers received, one has been sold and two remain on hand.

Right—Form "B" shows how to keep track of stock by units. Top figure represents number in stock since the last shipment and the lower figure the number sold. A glance at the record shows the merchant the condition of his stock. After this system has been in effect a year, the merchant has a valuable record of the previous year's business by appliances and price levels.

inventory for that amount of business in the electrical appliance line. But the chances are ten to one that in his \$10,000 stock not over half would be the merchandise which would be required to meet the coming demand and to make up the \$10,000 sales in these subsequent three months. In other words, his inventory is unbalanced because it has not enough of the most saleable goods and too much that is not in active demand. The average merchant will recognize this condition as one all too common in his business.

Of course if with this \$10,000 inventory he sold \$10,000 worth of merchandise within the next ninety days, he would be naturally "open to buy" an equivalent amount of goods to replace what he had sold, which would leave him with approximately \$10,000 stock at the end of the three months' period. But in some cases we will say that at least fifty per cent of his inventory at the end of the three months would consist of the same goods in stock at the beginning of the year. The merchant would have bought as much. He would have sold as much. But half of this original stock would still be on hand, although older and less saleable.

If, on the other hand, he could start out with a \$10,000 stock that was well balanced, he could sell \$10,000 within the next three months buying new merchandising on the basis of known demand and end up with an inventory of, say, \$7,500. Certainly he would be much better off.

Now, of course, that is what every merchant tries to do. But only a few succeed. Too many are prone to accept the unbalanced inventory as a necessary evil—something that has to be. I am not going to claim that you can have an inventory in perfect balance at all times, but I do claim—and I know from personal experience—that you can bring your inventory more

nearly into perfect balance if you will apply some method of unit control to your stock keeping.

BEFORE I describe the simple unit-control system I advocate, let us get clear on just what unit control is. Unit control is nothing more or less than a perpetual inventory of your stock. It shows you each week your units of merchandise by quantities on hand and quantities sold. It is doing for merchandising what the automobile and the airplane are doing for transportation—speeding things up. Your stocks don't have to grow whiskers before you find out that the public isn't interested, or that they are buying from someone else. Speed is the essence of efficient unit-control operation. Don't let any one sell you the idea of an involved, complicated system that takes so much of your time to compile that you won't even have time to interpret it. Getting the essential information quickly is the big thing. What you do with the information after you've got it depends on how smart a merchant you are.

Two distinct advantages of this method are that it gives you quickly definite information as to the relation of your stocks and sales by units for the current period and, after it has been in operation a year, the same information for the similar period of the preceding year. This latter is mighty valuable information. Types and styles change but buying habits do not vary so greatly and this information is of the highest value to you in laying out your buying plans.

What I mean by this is that merchandise of all kinds is today quite generally sold in *price lines*, from the penny piece of candy to the automobile. For instance in the electrical field there are irons from \$3.95 to \$5 and another price line at \$7.95 to \$8.50. Percolators at \$4 to \$6.50 and percolators from \$15 to \$30. Washers in the hundred-dollar class and washers at

\$155 to \$175. Next year you may not be selling the same make of radio or washing machine, nor the same style, but the same demand will exist for a radio or a washing machine at the price levels on which you did the most business this year. Of course if you feel it smart to satisfy that demand by selling at lower priced levels, thus reducing the amount of your individual sale, that's your lookout.

All this is in explanation of how to use or interpret the information made available by unit control. You will want to know, of course, how to set up to get this information in proper form. Once you have that, you'll know a great deal better than I do what to do with it.

FOR a simple system you will need two sets of records: a receiving record which you can also use as a selling record, and the inventory form. Let us call the receiving record, Form A and the other Form B.

Form A will be a sort of copy of the invoice you get from the manufacturer or wholesaler. A merchant could rule these forms up himself or have them mimeographed or printed. They should show the merchandise received by *units*, the cost and retail price, the date received, who from, etc., as per illustration. Each unit of merchandise will be indicated by a stroke, like the figure 1. As it is sold it will be crossed through, making an X out of it and the date of sale noted. There

you have the whole story of your purchase. (Don't bother to make any such records on small items, it's too costly). That's the story of the individual unit. Now for the composite picture of your stock, Form B.

As illustrated, classify your merchandise down the left-hand column of the form in the space provided and then break them up into price lines along the top of the sheet. Each little square on the sheet should show two figures: in black the stock on hand and in red the sales for the week.

Of course this means taking a physical inventory of your more important units of stock 52 times a year, whereas probably you only do so once or twice a year now. If this is too large a burden, then get these reports out once a month. Even that will improve your merchandising. In the department store we get them out every week.

Naturally Unit Control cannot make you a better merchant automatically. The success of any merchant is in ratio to his ability to interpret public demand. And that in essence is unit control: a mechanical aid which will furnish you with this vital information a little bit quicker than the other fellow gets it.

I have attempted to make this explanation as clear and concise as I could. Should you have any individual problem in connection with the installation of the Unit Control system, write to me direct or in care of this publication.

A Central Station CREDO

IT is with increasing satisfaction we note that the power companies are devoting a good deal more attention to co-operative movements within the industry. At the recent Del Monte convention of the Pacific Division of the National Electrical Wholesaler's Association, commercial executives of eleven of the most prominent power companies announced that co-operation would play an important part in these programs. Retail outlets, it was indicated, would be given the opportunity to join in sales campaigns and contractors would be asked to co-operate in facilitating wiring installations. This changing attitude on the part of the central station is to be highly commended. It serves, too, to bring out one of the glaring weaknesses of many of the power companies today—their failure to take the dealer into their confidence. It is idle to preach co-operation when the central station pursues a set course without regard to the rights of the dealer; and it is even more idle to attempt to bring about a co-operative movement when dealers maintain their attitude of active distrust toward the central station that is endeavoring to help them.

But the co-operative movement is spreading rapidly and many of the supposedly insurmountable barriers of "policy" that separated the power company and the dealer are gradually being wiped out. Many of the power companies now publish a credo of their merchandising principles in which their attitude toward every branch of the industry is faithfully set down. The following, reproduced from a recent advertisement of the Pacific Gas and Electric Company, is worthy of quotation:

"We believe that the public must be served.

That the best public service can only come from a united industry, composed of the utility, appliance manufacturers, jobbers and dealer trade.

That an organized effort by the entire industry is essential if the maximum amount of business is to accrue to each group through creation of consumer acceptance of our products.

That it is the duty of the utility particularly to do pioneering selling in that appliance field where there is no public demand or due to special conditions no adequate retail profit for creative and aggressive selling by retailers.

That the utility, in addition to supplying quality service at fair rates, assume leadership in the sale of quality appliances at established retail prices, adhering to ethical, constructive merchandising methods on a basis that will encourage the activity of all legitimate retailers.

That such ethical leadership has stimulated and will continue to stimulate public buying of appliances, installation work, and general supplies.

That it is the desire of the Pacific Gas and Electric Company to continue encouraging as many legitimate retail appliance dealers as can economically operate; to co-operate with such natural outlets by financing and executing constructive educational selling and advertising campaigns.

That merchants and dealers can and should retail appliances at prices fair to themselves and the public by such methods as have been found to be sound by successful retailers.

Newspaper advertising in the range campaign is conducted on a co-operative basis. The above display shows the advertisements of the utility, the manufacturer and the dealers together.

“YOU sell the range and we will pay all wiring and installation charges.”

This is the message broadcast to electrical dealers by the United Electric Light Company of Springfield, Mass., in a unique dealer-central station co-operative campaign on the sale of electric ranges.

The program has met with an enthusiastic reception on the part of the dealers in the Springfield district, and according to J. W. Holland, in charge of Sales Promotion for the power company, they feel confident that the 1929 quota of 500 ranges for the district will be exceeded. This is despite the fact that electric ranges were only introduced in Springfield the year before.

According to the initial announcement of the company the co-operative campaign program is offered "as a definite and complete schedule to effectively increase the use of electricity in this vicinity and at the same time to profitably co-ordinate the sales promotion efforts of the industry." They add further:

"It will be noted that particular emphasis will be placed on electric ranges for 1929. This is a recognition of our belief that selling the electric range is the next big job for us to accomplish. This belief is nationally accepted in electrical circles and we are simply trying to keep up with the progress of the entire industry.

\$ 55

for a Range

"By intelligently co-ordinating electrical activities in this vicinity, the industry as a whole will become a stronger and better servant to the community."

Apart from the company's offer to reimburse the dealer for all wiring and installation charges together with free servicing of the range once it is installed, they carry the program a step further by doing the bulk of the educational newspaper advertising. In order to obtain the maximum benefit their program of publicity follows largely the National Co-ordinate Advertising, modified somewhat to meet local conditions.

The main portion of the advertising of the central station is devoted to educational propaganda to the housewife on the benefits to be derived from cooking by electricity. Even heat, cleanliness and economy are stressed. The remainder of the space is given over to a list of the various dealers in the city who handle the outstanding makes of electric ranges. On the same page, as a rule, may be found the advertisement of the manufacturer which also gives the names of those dealers handling their product. Finally, the dealer himself takes a certain amount of space placing particular emphasis on his own name, the make of range he handles, and the fact that installation is free.

THE United Electric Company advise the dealer that on all ranges installed in Springfield of not less than 5 kw. and not more than 8 kw. capacity, the company will, upon presentation of a bill, pay to the co-operating contractor the sum of \$55. For ranges of the same capacity installed in any of the outlying districts of West Springfield, Longmeadow, Ludlow and Agawam, the subsidiary companies will pay \$50 for installation.

For ranges of larger capacity the central station agrees to pay the co-operating dealer \$5 for every additional kilowatt of capacity. The capacity of all ranges to be determined by actual total connected load. In houses where two-wire service exists at the time of range instal-

*The United Electric Light Company
of Springfield, Mass., builds load by
paying cost of installation on all electric
ranges sold onto its lines.*

Customer

lation the company agrees to replace with three-wire 110/220-volt exterior service.

However, for their own protection as well as that of the customer, the company stipulates that electrical devices fostered by the co-operative program must be:

- a. Manufactured by reliable and well-rated concerns with successful manufacturing experience.
- b. The quality of the devices must be sufficiently high to guarantee satisfactory service to customers.
- c. The devices must be American made.
- d. Heating elements must be nichrome or equivalent wire.
- e. Must meet with local inspectors approval for safety.

The co-operative activity is a year-round proposition and is laid down with a definite monthly program for the dealers to follow. Although the larger appliances, ranges and refrigerators in particular, are the subject of general promotion throughout the year, the company has selected an appliance for each month to receive special attention. Thus in January an outlet campaign starts the year right by providing the necessary home convenience which will pave the way for the sale of appliances. February is given over to table appliances, while March, April, June and July are devoted almost exclusively to range activity. May ushering in the warm summer months makes a good time to start work on refrigerators and the co-operative advertising for that period features this appliance. The wiring, refixturing, and outlet campaign is repeated in September. Electrically operated Furnace Heaters are given their initial impetus in the preceding month. October starts the fall radio season and the advertising for that month makes radio the strong feature. However, although some months of the year are given over to a particular appliance in which the dealer and



The customer is made thoroughly familiar with electric cookery by a series of demonstrations and cooking-schools conducted by both utility and dealers.

the central station do co-operative advertising, the range activity goes on all the time.

Another useful feature of the campaign is the education of the housewife by Home Economy experts. The power company are organizing a series of these demonstrations of home cooking by electricity which are to be continued throughout the year at regular intervals. Here again, they are assisted by the dealer, who, in many instances, advertises daily lectures on the subject in his own store. These demonstrations of electric cookery are well attended and do much to stimulate range sales.

Cleveland Studies



HOW Cleveland homemakers are being taught the use of electricity in the home. The Cleveland League opened in March the first of its community electric shows. By means of a carefully worked out program of advertising, direct mail and personal solicitation, women are brought to an electric show in their own neighborhood center. Women are taught to use the electric ironer by bringing their own washing to the show and ironing it under expert supervision. Lectures on food preservation emphasize electrical refrigeration for health and economy.

its

Market

League Makes Analysis of Appliances in Use and Rate of Replacement—Forecasts 1929 sales quota

BEFORE a national marketing operation is undertaken it is essential that facts be carefully compiled as to the market for the products in question. And in the electrical industry we have studied the market nationally. There is a great deal of data available on the sale of appliances, replacements, and use for the country as a whole. Local markets, however, are treated only as a proportionate fraction of the national market. So that many selling operations in important markets are undertaken without any adequate knowledge of the variation from national figures of local saturation, replacement, retail outlets, and the many other factors affecting a successful selling operation.

The Cleveland Electric League has recently carried through an important study of their own market, which affords a clear and detailed picture. The facts as developed are in many respects surprising and in all respects valuable as a guide to promotional and selling activity.

	Appliances in Use				Percentage to be Sold	Number to be Sold	Estimated Number to be Replaced in 1929	Total Cleveland's Bogy 1929
	in 250,000	Number of Cleveland's Homes	Homes	Not Sold	Poor Prospects	Prospects		
Hand irons.....	227,000	23,000	10,000	3,000	10%	300	45,400	45,700
Cleaners.....	195,500	54,500	50,000	4,500	10%	450	14,662	15,112
Washers.....	158,750	91,250	50,000	41,750	10%	4,175	11,906	16,081
Toasters.....	157,000	93,000	50,000	43,000	10%	4,300	7,850	12,150
Radio sets.....	138,000	112,000	50,000	62,000	10%	6,200	6,900	13,100
Curling irons.....	122,750	127,250	50,000	77,250	5%	3,962	6,137	10,099
Heaters.....	91,750	158,250	50,000	108,250	5%	5,412	4,587	9,999
Percolators.....	89,250	160,750	50,000	110,750	5%	5,537	4,462	9,999
Fans.....	88,750	161,250	50,000	111,250	5%	5,562	4,437	9,999
Warming pads.....	75,250	174,750	50,000	124,750	5%	6,237	3,762	9,999
Waffle irons.....	49,000	201,000	50,000	151,000	5%	7,550	2,450	10,000
Sewing machines..	59,750	190,250	100,000	90,000	5%	4,500	2,987	7,487
Refrigerators.....	20,750	229,250	100,000	129,250	7 1/2%	9,693	418	10,111
Ironing machines...	9,750	240,250	100,000	140,250	3%	4,207	243	4,450

The tables on these pages were based on the investigations of the electrical equipment in a thousand Cleveland homes. Seven hundred of these homes are of the medium and better class. The figures from this number were given by visitors to the permanent exhibit of the Cleveland Electrical League. In order to complete the picture, 300 homes of industrial workers were studied and the two surveys averaged.

In estimating the probable sales for 1929 in the Cleveland market consideration was taken of the number of homes which would be poor prospects for the various classes and prices of appliances and a percentage varying from 3 to 10 per cent of good prospects only was set up as the probable number of appliances to be sold to new customers in 1929.

The figures on replacements are of great interest and form a striking indication of the extent of the replacement market in so well saturated a community as Cleveland. As will be noted the sales of irons to families never having owned an electric iron before was placed at only 300; whereas the number to be replaced was placed at 45,400. On cleaners the figure is also very striking, only 450 homes to be newly equipped with cleaners for 1929, but 14,662 to be replaced. On such relatively new equipment as electric refrigeration the replacement figure is small, only 418 out of a total bogey of 10,111 electric refrigeration units, which is the estimated Cleveland sales for 1929.

This very large amount of merchandise as shown under Cleveland's bogey will be distributed by the following retail outlets:

Electrical dealers and stores with electrical departments	101
Hardware stores	116
Drug stores	561
Furniture stores	223

Based on the total annual sales by various groups, the business will come in the following percentages:

Appliance	Number in Use 700 Homes League Visitors	Number per Home	Number in Use 300 Homes	Number per Home	Number in Use	
					1,000 Homes All Classes	Number per Home
Portable floor lamps...	1,829	*2.6	467	*1.5	2,296	*2.29
Portable table lamps...	2,141	*3.0	519	*1.7	2,660	*2.66
Total.....	3,970	*5.6	986	*3.2	4,956	*4.95

* Number per home.

	Department stores	40 per cent
Specializing stores	35 "	"
Hardware, Furniture and Drug stores	20 "	"
Electrical Dealers	5 "	"

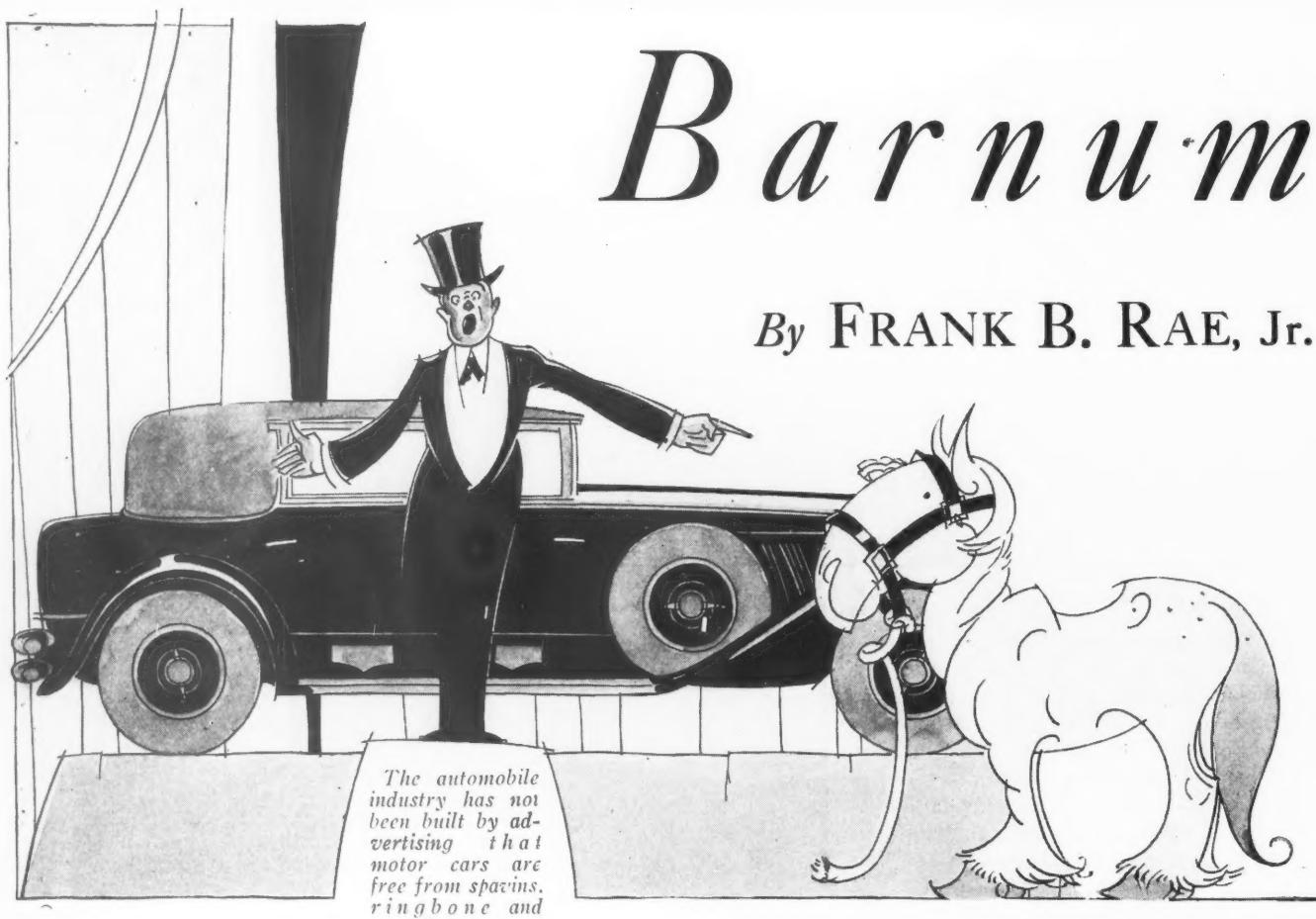
Figures on saturation in Cleveland compares with the national saturation figures gathered by *Electrical Merchandising*, as follows:

	U. S. A.		CLEVELAND	
	SOLD	UNSOLD	SOLD	UNSOLD
Cleaners	40.7%	59.3%	78.2%	21.8%
Hand Irons	93%	7%	90.8%	9.2%
Washers	30.2%	67.8%	63.5%	36.5%
Fans	29.5%	70.5%	35.5%	64.5%
Toasters	28%	72%	62.8%	37.2%
Heaters	15.7%	84.3%	36.7%	63.3%
Refrigerators	6.4%	93.6%	8.3%	91.7%
Ironers	2.5%	97.5%	3.9%	96.1%

With the exception of hand irons, the percentage of appliances in use in Cleveland homes is considerably higher than the average for the United States.

Barnum

By FRANK B. RAE, Jr.



YOUR articles on advertising," writes a correspondent, "remind me of the kid who was being enrolled in school for the first time.

"What's your name?" asked the teacher.

"Johnny Dont," answered the kid.

"Johnny Dont?—that's a very peculiar name," remarked the teacher.

"Well," said the kid, "that's what ma is always calling me—Johnny, don't."

"It seems to me," continued my correspondent, "that there is a good deal of 'Johnny, don't' in these articles of yours. What I mean is this: You tell us last month HOW NOT to sling advertising mud, but you don't tell us HOW TO hit the advertising bull's-eye with a bunch of sweet violets."

Well, as I've suggested before, it is almost impossible to tell anyone how to do the right thing in advertising. About all one can do is tell how *not* to do the wrong thing. However, it is possible sometimes to show helpful examples as well as horrible examples and so I will print one here.

Among the hundreds of electric washer ads I've examined since the extractor began to make inroads upon the wringer, about ninety-nine per cent were mud-slinging. "No broken fingers—no more torn clothes—no more busted buttons—no injury"—that is the usual appeal.

Now, I beg to point out that the manufacturers of metal bedsteads did not put their product over by advertising "no more bed-bugs." The automobile industry did not sell cars by advertising that motors are free from spavins, ringbone and heaves.

Absolutely not.

These manufacturers told what was good about their

product—not what was bad about the other fellow's. They devoted their energies to selling—not to unselling. And that is exactly what this extractor ad does. It sells "a better method than wringing"—it does not dilate upon the danger and destructiveness of wringers.

It is one of the few non-mud-slinging extractor ads I have ever seen.

* * * *

AND now to go on with Lesson Four.

Paul Nystrom tells us that the Greeks had one word which meant both merchant and falsifier, that the Persians held the business of trade to be "a school of lies," and that the old Hebrews considered commerce and sin inseparable.

After reading a few thousand recent electrical appliance advertisements I lean to the belief that these ancient authorities were right.

For it is a peculiar phenomenon that men who esteem themselves as honest and upright—men who join, attend and contribute to the church—men who declare proudly that "their word is as good as their bond," and who not infrequently bat hell out of their offspring for a mere slip of the tongue—it is a peculiar phenomenon, I say, that these same men, when they sit down to write an advertisement, lose all sense and concept of truth. It isn't always mere exaggeration they're guilty of—it is sometimes downright misrepresentation.

That is plain speaking, but it is based on plain evidence. The ads to which I shall refer are not exceptions. They represent a very considerable proportion of the thousands I have recently read. They seem to me to indicate a very dangerous trend in appliance retailing and as such deserve brutal vivisection.

* * * *

WAS WRONG

BUT first—Advertising is a fundamental force in modern business. Without advertising it is impossible to imagine the present state of the world. Without advertising we would have no newspapers, no magazines, and very little manufacturing as now conducted. An outstanding example of what advertising has accomplished is the radio. Here is an industry with an annual turnover of more than \$650,000,000 in which every reader of this magazine somehow shares. Its foundation is advertising, because without advertising there would be no broadcasting and without broadcasting the industry would be but a slim sliver of its present size.

Advertising has grown since the Civil War from "the untrustworthy instrument of quacks and charlatans" to its present place as a world force. How has it so grown? Through truth and honesty.

Early in the development of advertising it was realized by keen business men that if quacks and charlatans were permitted to usurp the powers or besmirch the integrity of advertising, its constructive value would be destroyed. Therefore, wise publishers rejected advertisements which were obviously dishonest; they closed their columns to the advertisements of things which were immoral or harmful; they finally set up a censorship so strict that today it is almost impossible for an advertiser to make a false, exaggerated or misleading statement in any really first-class publication. Not only that, but many publications now "guarantee" the advertisements printed in their columns and agree to reimburse the purchaser of any product advertised therein if that product is not as represented.

Of course only the stronger and more ethical publishers maintain these high standards. It costs a lot of money to keep the columns of a paper clean, and many papers haven't got the money. It takes a lot of courage to reject fat and profitable contracts for space, and many publishers haven't this kind of courage. So there has grown up under the auspices of large advertisers and advertising agencies a great national organization which acts as a sort of censor of off-color ads and prosecutor of shady advertisers, and this organization has procured the passage of protective laws under which it is possible to make matters so smoking hot for the crooked advertisers that such business is no longer profitable.

We found a better method than wringing!



WHEN the wringer was taken off the laundry, it was discovered that a new method of extracting water from clothes had been found.

The new method—which employs centrifugal force—leaves clothes perfectly clean.

It takes out more water than wringing does. It goes on

fast on fabrics; does not crack silk or ravel garments.

It does not break buttons, nor injure books and fasteners.

It leaves clothes evenly damp and free from deep, hard creases.

It is safe, simple, and reliable.

It is automatic—and without an exposed part. *It is safe!*

The day of slow, fatiguing, back-breaking, a-wringing—pote by pote—is swiftly passing. With the new EASY Washer, an enclosed compartment replaces the wringer. It takes a whole load of laundry in and out in a few moments, and leaves water in less than two minutes. All you do is move a lever.

Things like feather pillows or blankets, which used to stretch a wringer are easily handled.

The Vacuum Principle

The time of the EASY Washer is built on the vacuum principle of washing. Like human hands, the EASY Washer holds water in its fingers and lets it out again and again—*leaps in a minute*.

It goes on fast, and as efficient as any wringer.

A special gas heater heats water which is then used to wash clothes.

Eight cellulose sheets, or their equal, in other cloths, are washed simultaneously. In less than two minutes, all eight other sheets are dampened in the same amount of time. The clothes are not ruined and you are not tired.

A special gas heater heats water which is then used to wash clothes.

Special care is taken to see that you are not obliged to pay for water.

Single cell oil. We will bring the new EASY to your home.

A demonstration does not obligate you. And you can own an EASY on easy terms, with low monthly payments.

EASY WASHER

Also supplied with 4-cycle gasoline motor for houses without electricity

Easy Washer Service and Sales

The Quality Hardware Co.

321 Tues. St. W

Dial 7185

A good example of an advertisement that meets a competitive argument without mud slinging. It is conspicuously free from exaggeration and the reckless use of the superlative.

I have gone to some length to sketch in this moral background of the advertising business because it is important to every man who advertises.

* * * *

THREE are, of course, many kinds and degrees of advertising untruth and dishonesty. Many of them in this industry, I am sure, are the result of thoughtlessness—that is, of failure to think.

For example, I have just read an ad which says—

THIS VACUUM CLEANER WILL LAST A LIFETIME

The words, "a lifetime," as applied to a piece of household equipment, presumably mean the span of years which a normal woman may expect to live between the time of setting up housekeeping and the day they place a lily on her breast. If we assume that the average woman starts housekeeping at twenty-five and if she is so fortunate as to last out her Biblical allotment of three score and ten, then this ad conveys the assurance that the cleaner will last forty-five years.

It won't. No vacuum cleaner made by man will operate under normal household cleaning conditions for more than ten thousand hours, no motor of that size and speed will make more than six billion revolutions under working stress before giving down.

THE cold fact of the matter is that the man who said his vacuum cleaner would "last a lifetime" just didn't think. He wanted to say something large and impressive about the sturdiness of his machine, and all his brain would conjure up was that mildewed old ready-made phrase. He didn't ask himself what it meant. He did not reduce it to years and hours of operation and motor revolutions. "Lasts a lifetime," says he, entirely disregarding the fact that only a very few of the very best made cleaners ever built have so far succeeded in lasting a quarter as long.

Don't blame him—pity him. But as you pity him remember that he is hurting your business. He is making false and foolish statements about appliances. He is teaching the public to expect results which cannot be realized. He is misusing the power of *all* appliance advertising, is besmirching the integrity of *your* advertising.

He should be pitied—but he should be controlled.

* * * *

NEXT to the ludicrous longevity ads come those which claim superlative quality at impossibly low price. These ads are not, like the "last a lifetime" ads, the result solely of carelessness or thoughtlessness: they are sometimes a deliberate effort to deceive. And when they are a deliberate effort to deceive they are dishonest—in line with such crimes as counterfeiting, such crimes as falsifying weights and measures, such crimes as gold-bricking and mine salting and other notoriously dishonest industries.

You think I make it too strong?

Well, consider: A counterfeiter takes a piece of paper of little value and by his representations makes it appear like another piece of paper having greater value. A falsifier of weights and measures manipulates his scales and measures so as to give the impression that he is delivering a known value when in fact he is delivering less. A gold-brick operator takes something wholly worthless and invests it with the appearance of worth. Will you tell me wherein such operations differ from those of a merchant who, by misrepresentation, makes the buyer believe that what he offers has greater value than a true appraisal will reveal?

To take a specific example—

THIS \$90.00 WASHER EQUAL TO ANY
WASHER AT ANY PRICE

That ad takes in a lot of territory. *Electrical Merchandising's* Appliance Index reveals 142 washers which are listed at a higher price than \$90.00. This advertiser we quote would have us believe that his machine is equal to any one of these 142 models priced higher—he would have us believe that the half-dozen models priced from \$250.00 to \$375.00 are not one whit better.

We all know that a competitive manufactured article must be produced at a cost of not over one-third the list price—in this case of a \$90.00 washer, the cost of material, time, packing and factory overhead must not exceed \$30.00. If it is more than that, the manufacturer goes broke. Under favorable conditions, the manufacturer's base cost may be as low as one-fourth the list, and with exceptional advantages he might even hope to affix a list which would be five times the factory output cost, though we don't know many concerns in the washing-machine business who are doing this right now. But give this chap the benefit of all the breaks and figure that he sets his list at only three times the time-and-material cost while the maker of the top-price machine sets his list at five times factory cost, then this advertiser is claiming to build for \$30.00 a machine as good as the big boy can make for \$75.00. Such a claim is too ridiculous for comment.

It seems quite obvious that this ad makes a deliberate effort to deceive. It is deliberately designed to flim-flam the ignorant into believing that \$30.00 is equal to \$75.00—and the out about it is that some people do believe it.

A few.

There are always enough suckers in the world to keep the counterfeitors and short-weight operators encouraged. However, we are not concerned with the effect of such misrepresentation on the public: what concerns us

is its effect on the trade. Ads like this shake the intelligent public's confidence in *your* advertising. They make it appear that this whole appliance business of ours is some sort of shenanigan racket.

Such advertising should be stopped.

* * * *

OF COURSE a couple of cases are on the records where deliberate misrepresentation has been stopped. The appliance dealer who makes what appears a drastic cut on a trade-marked appliance and who then attempts to switch the inquiries over to some other make, very easily steps over the line which divides fair dealing from dishonesty. The injured manufacturer is the one who generally has to fight these tricksters—and it's gratifying to know that he can beat them legally.

But the exaggerator is another problem. It is sometimes difficult to distinguish between wild-eyed exaggeration and downright dishonesty in advertising. A lot of men pull a Munchausen in a desperate effort to be emphatic. They do not intend to deceive or cheat, but they just simply can't make ordinary words and phrases express a sufficiently thrilling enthusiasm, so they declare that their radio (for example) is the "finest performing radio ever built" or that it is "America's greatest radio value." Sensible folk smile at such expressions, well knowing that the ad-writer was full of hop when he wrote it.

But when this same advertiser gets exuberated to the point of declaring that his moderate-priced set will "out-perform the most expensive sets on the market" he is stepping over the line. He is selling something he can't deliver—he is putting counterfeit value on his merchandise—he is using a false weight or measure—he is, in short, gold-bricking the public.

These cases, as a rule, are unintentional. The writer starts out by making an innocent claim that is as strong as his vocabulary will compass, and then in an endeavor to make it even stronger he utters a supporting claim that stamps him as a graduate of the "school of lies" that the ancient Persians spoke of.

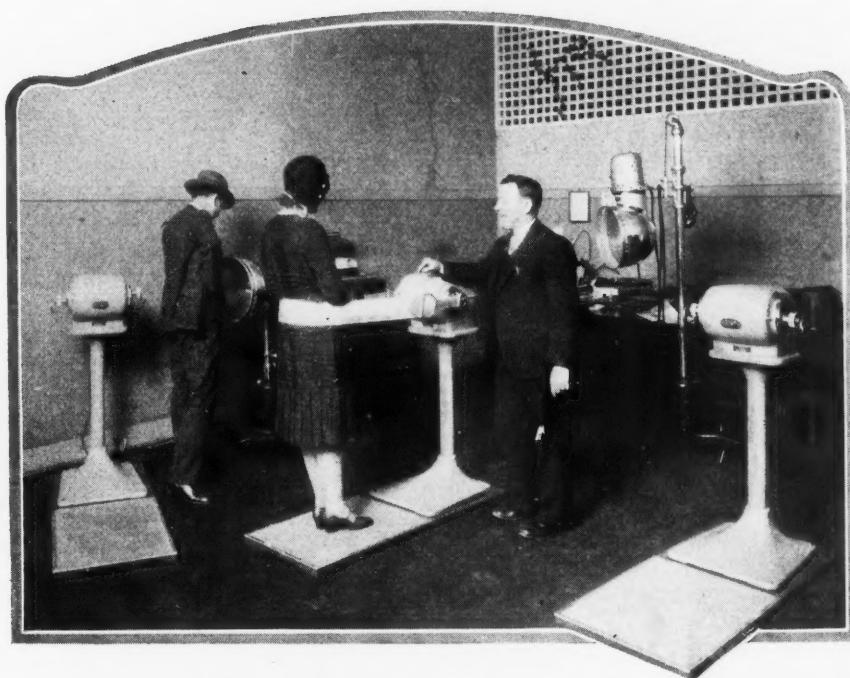
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EXAGGERATION and falsification in advertising harms everybody—the customer who is in some degree cheated, the dealer who thus reveals himself as a trifler with the truth, the manufacturer whose goods are misrepresented and all fellow-merchants who must share the onus of public contempt and loss of prestige.

But perhaps its worst feature is that such advertising is contagious. Let one single berserk ad-writer emit fantastic whoopee, and immediately there is an epidemic of ad-insanity. "If this guy claims the impossible, we will claim the super-impossible," they say and they do. And the next day somebody claims the supreme-supreme-impossible, and after that the ultra-supreme-supreme-impossible, and next the ne-plus-ultra-supreme-supreme-impossible, until finally the public becomes educated in superlatives and begins to demand a lot of flum-diddle which loses money for everybody.

Putting the brakes on reckless advertising would be a good job for the Electrical Leagues. They can find an instrument of control in their local Better Business Bureau: they can find justification for control in the fact that such exaggerated, false or dishonest advertising is against public policy. But first, foremost and finally, it hurts business not only for the man who commits the advertising indiscretion, but for every one of us. That is why it should be stopped—by force if necessary.

What Lookebe LEARNED



G. RAYMOND LOOKEBE is a dealer in health appliances at Davenport, Iowa. During his first five weeks in business he averaged \$600 a week in sales. He summarizes his intensive experience in selling exercise and sunshine in the following six suggestions:

1. Like the washing machine and the ironer, the health lamp and the exerciser should be displayed together in order to get the best results. They are complementary items and each one has its appeal to the "health-minded" person. Then again, a customer may be attracted by the exerciser demonstration in the window and come in the store for a trial. Once inside the ultra-violet lamp commands its share of attention and the chances are that he will go away with either one or the other.
2. The public is becoming rapidly educated on the subject of health and it is essential that the merchant have a good general understanding of his subject before attempting to sell health appliances. It will be difficult to sell an ultra-violet lamp for therapeutic treatments unless you have made some study of the effect of light and heat on the human body. It is necessary, too, to know something of the differences between the carbon arc and quartz mercury type of lamp. This, as Lookebe pointed out, is valuable knowledge from the salesman's point of view but he maintains that the most effective policy is to refer all cases requiring diagnosis to the family physician, and to sell lamps as "sunlight" and vibrators as "stimulators."
3. Working-men and families with moderate incomes are often just as good prospects as the wealthier class. When the vibrator was first introduced, it was the portly society matrons that proved to be its best customers. But the idea has spread and today the average family provides the greatest market. A case in point had to do with the purchase of a health lamp; a railroad yard-
4. Group demonstrations in the home are an invaluable aid to spreading the message of health appliances and building up new sales. Here again, Lookebe points out the advantages of selling both appliances together. Club and society women are always on the lookout for novel means of entertainment and he has encountered no special difficulty in arranging a series of "health parties." It is here that a more than casual knowledge of the basic principles underlying health physiology comes in handy. Lookebe delivers a short but compelling talk on the preservation of health and "keeping that schoolgirl figure." The address is followed by individual vibratory and ultra-violet ray treatments while an atmosphere of pleasant informality prevails.
5. A vibrator installed free of charge at the local golf club has more than paid for itself in sales leads. A sign reads "Help Yourself" and the club professional is paid a commission of \$5 on every sale closed through his instrumentality. The same commission scheme is operated with beauty parlors except that here the machine must first be purchased by the beauty shop.
6. Dealers intending to develop their market for health appliances must bear in mind that a new background, a new viewpoint and a new sales technique must be developed. He must know what the subject is all about. Inasmuch as he becomes, in a measure, a personal advisor of the customer, he must study the limitations as well as the benefits of vibration and light. The safe course, as well as the most profitable one, is to sell the idea of exercise and sunshine—"yours to command at the turn of a switch."

—about
SELLING
Health
APPLIANCES

Teaching the rising generation. The Rochester Gas & Electric Corporation holds Saturday morning classes in lamp shade making for children. One class recently numbered 78, of which 24 made shades.



Home Lighting PROGRESS

How Central Station Women are Spreading the Gospel of Better Lighting

By Florence R. Clauss

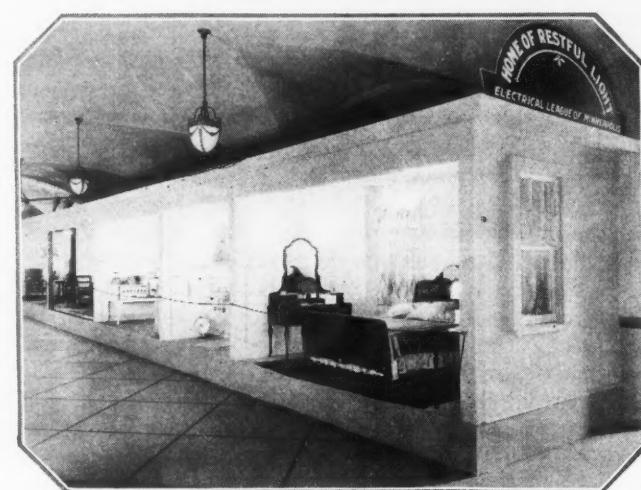
HOME-LIGHTING is a woman's job. That they have succeeded in bringing to the homes of the country an understanding and appreciation of good lighting is proven by the great success that has been achieved by women lighting specialists all over the country.

In many power companies, this work is carried on by the home service department, while in other companies it is handled by a separate lighting bureau. The general contacts are through the architect, the building and electrical contractor, women in the home, school children, etc. Encouraging results have been obtained from consulting and co-operative services offered architects and contractors. Equally satisfactory is the work with women in the home, through lectures and demonstrations, lamp-shade classes, exhibits of model homes, etc. School children, too, are learning the story of good home lighting from the kindergarten up.

From all over the country have come reports of the work carried on by home-lighting women which have been compiled by Isabell Davie, Secretary of the Women's Committee, N.E.L.A.

"In Brooklyn," says Constance Hasbrouck, illuminat-

ing engineer with the Brooklyn Edison Company, "by far the greatest results have been obtained by working directly with the architect or builder. Many apartment houses are being constructed at the present time and when the architect's plans are submitted we make a complete lighting layout for the building. A tracing is made of the plans and on this all outlets are indicated,—ceiling outlets, side wall outlets, fan outlets and an adequate number of convenience outlets. Blueprints are made of these tracings and are submitted to the architect or builder together with written recommendations covering the installation. In addition to recommending certain types of lighting units, we enclose photostat illus-



The Minneapolis General Electric Company exhibited five model homes at various shows in December, 1928, to a total of 117,000 visitors.

trations of the units and tell where they may be obtained.

"We give talks before various women's clubs and associations, presenting as vividly as possible the underlying principles of correct illumination in the home and how this knowledge with good taste may be attained. With these talks we use a demonstration trunk built by the Edison Lighting Institute. The trunk contains a lantern, slides and a daylight screen, also compartments for lamps and various types of shades."

DOROTHY FAHNESTOCK is home lighting representative of the Central Illinois Public Service Company, Springfield, Ill., a company serving approximately 370 towns. "It was with the thought of reaching the customers in these towns that the Lighting Service Section was organized. At first it was difficult to know just how to reach them, but we felt it would be by talks before local organizations.

"I find the demonstration suit-case, a product of Nela Park, which contains lamps and on a miniature stage demonstrates lighting effects, very effective. I am using, also, a small case of lamps showing shades and shields for fixtures. This particular case is made by the Light-olier Company and contains some seven or eight shades with shields to match. To me this seems a splendid way to put across the story of shaded light. It simply speaks for itself, for, by merely removing one of the shields the comparison is made. For my talks on Eye Sight Conservation I use five slides that emphasize the importance



A home lighting class grouped in front of the educational bus that travels through the properties of the Westchester Lighting Company.

of sight conservation. In addition to these slides I use a set entitled 'Residence Lighting Recipes.' A portable lamp with a Curtis adapter illustrates direct, indirect and semi-indirect illumination. For talks on decorative lighting I use several of the light ornaments and various candles. But of all the equipment I use, the demonstration case has the strongest appeal.

Talks to school children, women's clubs and other organizations is one of the best ways to bring the facts before the public, Mariquita Dygert, Home Lighting Specialist of the Detroit Edison Company, reports. "We co-operate with the architects and builders by putting

in lay-outs on the preliminary plans, selling the idea of the Red Seal home whenever possible.

"A series of articles published in our house organ has advertised and made known to our own 8,000 employees the fact that we have a lighting service department that is available to them and to all their friends. Radio talks were broadcast from Detroit News Station WWJ. They dealt with interior decoration, interspersed with a little lighting material. A better reaction to the problems of lighting is obtained when the talks are presented to the housewife in the form of decoration for her home.

"In the schools, the subject is presented under an entirely different name and manner. 'Eyesight Conservation in Connection with Home Lighting' is the title chosen for the school talks. This title found favor with school boards as an educational talk for the



A five-room modern home on the main sales floor of the Toledo Edison Company is an object lesson in good home lighting.

auditorium period. In addition we advertise through the newspapers and local architectural magazines at least once a week."

TALKS on the simple principles of lighting, emphasizing the necessity of shaded light, keeping the lighting equipment clean, adequate lighting in the home and a few home lighting recipes, followed by classes in lamp-shade making are offered by the Interstate Public Service Company, Indianapolis, Ind., to the women in the towns served by this company. Katherine Laing, home lighting specialist, explains that in the lamp shade classes the lamp shade material is purchased by the company and sold to the women at cost. A shade, made of Manila paper and treated with oil, will cost complete, approximately about 35c. In co-operation with the Gypsum Company and the Postum Company a program was put on recently in several of the towns in the Interstate territory, consisting of talks on interior decoration, demonstration of Postum products and a home lighting exhibit.

"We began by familiarizing architects, contractor-builders, electrical contractors, decorators and new builders with the services of our section by personal calls and letters," writes Laurene Littel of the Minneapolis General Electric Company, reporting on the

home-lighting activities of the Minneapolis Company. "Contractor-builder contacts brought the best results. For these people we lay out wiring, write lighting recommendations and aid with lighting fixture selections.

"Another phase of our activities is the model home. We have coined the phrase 'Restful Light' and each of our model homes has been a 'Home of Restful Light.' Publicity is given these homes by newspaper advertising, direct-by-mail invitations, radio talks and billboard signs along the highways. Ten thousand visitors saw a 'Home of Restful Light' during Better Homes Week and over 50,000 have seen our most recent homes at the Northwest Radio Show and the National Food Show. During 1928, these model homes, of which there were five, were shown to about 117,000 visitors.

Helen Hardy of the Public Service Electric & Gas Company, New Jersey, herself an engineer, handles the design work on lighting plans for residences, churches and schools and assists customers in the problems of fixture and portable lamp selection, shade-making and home-lighting and decoration. Educational work is carried on with women's organizations, schools and parent-teachers associations. All lectures are accompanied by demonstrations. "It is difficult to trace the effectiveness of such work," says Miss Hardy, "but we have noticed a decided increase in calls for assistance, the work having practically doubled in the past year."

"Saturday mornings nowadays we have children for instruction in lamp-shade making," reports Helen Smith of the Rochester Gas & Electric Corporation, Rochester, N. Y. "Last week we had 78 and 24 of them made shades.

"We hold lamp shade classes in our Home Service Rooms and also go out to teach groups of women in churches or in their homes. We have been quite surprised this year at the number of requests for talks on the more technical side of lighting. Up to the present time we have had to drag this side of lighting in surreptitiously, behind home decoration."

BY FOLLOWING the list of building permits, calling upon the owners and talking with the women rather than the men, Mary C. Dooly of the Lighting Service Bureau of the Utah Power and Light Company offers, personally, the services of the Lighting Bureau in planning the lighting of the new homes. Most of the owners accept gratefully," says Miss Dooly, "and whether they need the help or not, the offer of such a service carries a distinct publicity value for the company. We find the greatest problem of all with the large builder for an additional outlet to a man in this work must have a selling value or he cannot be convinced of its necessity. The problem will solve itself, however, for, as the people come to demand more outlets the contractor-builders will be forced to install them. A check on the houses wired each year has shown a substantial increase in the number of outlets per house.

SCHENECTADY housewives are offered a complete lighting service by the New York Power and Light Corporation, through Merrita E. Moon, residence lighting specialist. This service includes wiring layouts (Red Seal plan) on blueprints, lighting surveys of homes with suggestions for improvements, lamp-shade making, and home-lighting. "In the short time residence lighting work has been practiced in Schenectady, it has progressed by leaps and bounds," says Miss Moon. "However, there is still a wide, unexplored field ahead.

The number of people really interested in lighting is far outnumbered by those who think a lamp is good as long as it will light." Jessie Gaul is the home-lighting missionary in all the territory of the New York Power and Light Corporation.

In the Union Gas and Electric Company, Cincinnati, Ohio, Mary Wren Steward is conducting classes in home-lighting, including lamp-shade making. "We found that we made the best contact through our lamp-shade classes," says Miss Steward. "In fact, our requests for talks before Mothers' Clubs have come from these women. During the summer months we did quite a bit of work among the rural districts, holding lamp-shade classes before each range demonstration. We gave the material free of charge. In 34 days we made 409 shades. "Charm of Light" is an attractive 32-page booklet on home-lighting, for customer distribution, published by this company's Lighting Bureau.

Sarai Waugh, lighting specialist for the Westchester Lighting Company, Mt. Vernon, N. Y., reports lighting activities in Westchester includes lamp-shade making, lectures in schools, model rooms showing lighting effects, home surveys in which lighting and wiring advice is given as well as lamp and fixture shopping suggestions. The company has an educational bus that travels through the company's properties. Home-lighting as well as general home services classes are held in this bus.

AT TOLEDO, a Better Lighting Campaign was recently put on by the Toledo Edison Company, under the direction of the New Business Department. A school of lighting was held a week previous to the campaign to instruct the selling organization in the fundamentals of better lighting. Employees were asked to obtain prospects for the sales forces, the employee receiving a bonus when the prospect was sold. Thirty-two salesmen carried the educational message of Better Home Lighting into the homes and four salesmen into the business houses. A large educational newspaper campaign was conducted, featuring the conservation of eyesight, proper care of the eyes and light without glare. A display of special interest was the five-room modern home installed on the main office salesfloor. Fixtures were placed on trial in the customer's home or store without obligation to him and were billed to him on the regular monthly bill. All fixtures were installed by local contractors and special discounts were given each customer purchasing two or more fixtures. A special discount was also given to local contractors making sales during the campaign.

From the experiences of other home-lighting departments, a good program can be built up by companies interested in expanding their home-lighting activities. Various agencies are offering co-operation in improving home lighting conditions,—the residence lighting specialists of the Edison and the National Lamp Works, lamp and fixture manufacturers, the Home-Lighting Committee of the National Electric Light Association. Notable work in spreading information on good lighting has been done by the Women's Committee of the National Electric Light Association, by including in the yearly programs courses on better lighting. A booklet called "Better Lighting" was published by the Committee, as a part of its series, "More Power to the Home." Thousands of these booklets have been distributed to Women's Committees for textbooks and also for further distribution to women's clubs and teachers of home economics.



An improvement over the ordinary "demonstration." An intimate group of housewives learning to cook real meals the electrical way.

GROUP *Demonstrations*

in Detroit

VISUALIZE ten busy housewives enthusiastically co-operating in the actual preparation of an electrically cooked dinner, under the personal supervision of an expert domestic economist. Expand your imagination a bit further and picture these ten women, divided into five teams of two each, assigned to a semi-circle of five electric ranges; in the center a large mixing table on which has been placed all the necessary accessories for the production of this culinary triumph. In such a scene will be found the key to the problem of securing maximum value from the "mass demonstration" method of selling, according to Jessie Porter Meek, head of The Electrical Exhibit.

True this co-operative institution for the nonpartisan display of electrical appliances in Detroit, Mich., still holds its regular cooking schools once a week but it supplements this general promotional activity by these special invitation classes held every Wednesday morning. These latter groups are composed of women who have indicated special interest in electric cookery.

For these live prospects a series of from three to five *intimate* classes, at the show room, are arranged. The Exhibit provides the necessary food supplies, the ranges and the services of a professional instructress.

Team one is assigned to the soup course, team two must master the entree, another the roast, etc.

OBVIOUSLY this opportunity for doing, instead of listening, is tremendously effective. As the rules under which the Electric Exhibit functions prohibits actual selling, comparative sales results are not obtainable. However, the local dealers, whose products are displayed at 214 Bagley Ave., report a noticeable demand from the "graduates" of these classes for electric ranges and for many other appliances.

Naturally the members of these affairs become well acquainted with their fellow students. They find time to wander from range to range, watching the progress of each step in the preparation of the meals. Then they all sit down together and enjoy it.

Here's another important angle to this plan. While the meal is cooking, its ten cooks are encouraged to try their hand at machine ironing, or to experiment with niceties of washing processes, or to explore the lowdown on electric refrigeration, kitchen aid devices and all the other fascinating things temptingly displayed and expertly attended.

ONE measure of the value of these semi-private get-togethers," said Mrs. Meek, "is that most of these ladies become thoroughly acquainted, by personal manipulations, with 80 per cent of all the major and minor appliances displayed on our floor by the end of the fourth lesson, or within an eight-hour period. These 'self-taught' affairs pack more genuine and infectious enthusiasm than one finds in ten public demonstrations from the platform.

"As a feeder and as a means of interesting the greatest number, the latter has its rightful place, and will be continued. Here are its shortcomings, however: the opportunity for personal contact between demonstrator and worthwhile prospects is lost; furthermore many keenly interested women sit silent and uninformed about some matter they would like to have cleared up rather than attract attention by asking questions; again it is not possible to get all the finer points from the floor. The chief objection however, is found in the fact that many spectators prefer to actually perform the cooking operations themselves—to learn by *doing*. From the salesman's viewpoint this latter method is much more apt to result in business. These difficulties are well met by our 'ten cooks' plan."

In conclusion it should be explained that these classes are available for owners of electric ranges as well as for prospective buyers.

I *They PAY their* INSTALLMENTS

BECAUSE...

By E. C. Sharow

The Savage Shop, Oakland, California



WHILE there are a great many evils that have been and are now existing in the merchandising of electric washing machines and ironers, I believe the principal faults are as follows:

(1) Permitting the sale of new merchandise at cut prices.

(2) Permitting sales with a small cash down payment and small monthly installments.

(3) Extension of time over too long a period.

These methods cannot be considered by anyone as good business or consistent with sound judgment. The results of the small down payment sales and extended periods of credit on the budget plan, have been an avalanche of repossession which have had to be dumped onto the market and sold at whatever price could be obtained.

I have steadfastly contended that the merchandise should not be sold under any such conditions, and so far as it has been possible, I have refrained from handling washers or ironers that have been sold under any

such conditions, being satisfied to put my efforts behind machines that have an established, recognized retail price, and selecting machines that can be relied upon to live up to the promises of their manufacturers.

I have insisted upon a liberal down payment and in most cases, an extended budget of twelve months, and under no circumstances to go beyond the fifteen months' period.

MR. GRIEL'S article on Time Payments in the December issue of ELECTRICAL MERCHANDISING, continues to bring response from dealers in all branches of the electrical industry. Here is a dealer in washing machines and ironers who is applying the very principles Mr. Griel recommended, and who finds that results justify his policies.

ments on that machine; whereas, should she have bought on the budget plan, some article on which she has made a small down payment only \$2.50 to \$5.00, she will readily let that piece of merchandise go and, as shown by my experience in the sale of washers and ironers particularly, most women who have no more than \$5.00 to \$10.00 invested in such a machine will not hesitate to let that go providing that they have some other piece of merchandise they think more of, or in which they have more money invested.

Taking my experience over six to eight months of 1928 as an example and proof that washing machines, ironing machines or any other house-hold appliance can



They have MONEY

in the
WASHER

*Two thirds of this
dealer's customers
pay \$25 down.*

in many cases, and should be in all, a substantial reason for keeping up payments and letting some article of luxury, or one that is not an actual necessity, go, and this I have found a dominating factor in every case where the purchaser has a substantial amount of money in the merchandise.

be sold on a better and more satisfactory plan than has generally prevailed, I am altogether satisfied with the results, and wish that all dealers could be brought to view the situation in the same light as I, and bring about the much needed reforms.

On a total of 80 budget plan sales, $57\frac{1}{2}$ per cent have been on contracts running 12 months only, and $42\frac{1}{2}$ per cent on contracts running not over 15 months. All sales have been at the full list retail price in every instance—washers and ironers.

A down payment on every sale of at least 10 per cent of the purchase price has been exacted.

And here is the result:

On Sales with \$25.00 Down Payment —	$66\frac{1}{4}\%$
" " " 20.00 " " —	$6\frac{1}{4}\%$
" " " 17.50 " " —	20 %
" " " 15.00 " " —	$6\frac{1}{4}\%$
" " " 13.50 " " —	$1\frac{1}{4}\%$

Or a total of sales on which 10 per cent or more was paid down — 100 per cent.

There is another phase in connection with the repossession question that enters into the matter fully as much as the amount invested, and that is the value or importance of any piece of merchandise in the household economics. A washing machine or an ironing machine, considered a household necessity and representing not only dollars and cents, but labor on the part of its owner, is

AS REGARDS repossession, while I am disposed to exercise the utmost leniency in collections, I have found by experience that it does not pay, for while here and there is an appreciative customer having justifiable reasons for non-payment when due, the majority, I am sorry to say, simply take advantage and pay those who are most insistent upon having their money. Consequently, I have laid down a hard and fast rule that no delinquencies shall extend beyond 60 days from the date of purchase, which means that should the first monthly payment go over 30 days from date of first instalment, the purchaser is advised that unless the entire amount due is paid on or before the expiration of the 60 days, the machine must be returned.

This, to some, looks like a very drastic rule, but I have found in actual experience that those who are disposed to take advantage, will do so, when if pressed and compelled to either pay or give up the machine, will pay. I feel that it is a duty I owe myself and to every other dealer, that purchasers should be compelled to meet their obligations the same exactly as the maker of a promissory note at the bank.

I admit that there are very few rules to which there can be no exceptions, but so far I am glad to say that I have not been obliged to make any exceptions and it is my opinion that if other dealers would follow the same rule, there would be less used, damaged or unsalable merchandise on the market.

During a number of years' experience as supervisor of

sales in an important territory for a leading manufacturer, I have found by investigation that aside from the nefarious practices permitted the selling force by the dealer, much of the trouble in collections and resulting repossessions are due to the following causes:

- (1) Misrepresentation on the part of the salesman. Guaranteeing to the purchaser much that could not and would not be allowed by the manufacturer or his employer, the dealer.
- (2) Neglect on part of the dealer to verify the sale and all conditions therein.
- (3) No well laid out or maintained system of accounting on time contracts.
- (4) Laxity in the matter of collections.

It has been my custom and invariable rule to not only see that every sale is verified and every condition therein plainly understood by the purchaser, but that in no instance is there any condition to be fulfilled that is not plainly stated on the contract itself, which is signed by the purchaser.

Then, having received the required amount in a down payment, the purchaser not only has a copy of the contract, but is given a copy of the card account kept in my office with debits and credits entered thereon, and the dates on which subsequent instalment payments are to be made. This, in order that the purchaser may keep his own books and have no occasion for side-stepping an obligation when due.

As regards the payment of commissions, no salesman is paid his commission until I have in my possession the down payment and the sale is verified and confirmed to my entire satisfaction.

THREE is another evil in the business with which it is extremely hard to contend, but in which I believe the manufacturers should take a stand, and that is the sale by dealers of used or reconditioned machines as new.

For myself, I segregate all such machines of whatever

make in a separate store by themselves, and do not permit the sale of such a machine except upon true representation and knowledge by the prospect of exactly what the machine is. That such practices are in vogue is proven by the fact that I have repeatedly been called upon to afford service on machines that were reported by the purchaser as having been sold them for a new, unused machine.

I believe that the record I have submitted of only a small part of my business, but comprising every time payment sale made over a period of six months, ought to be accepted as proof that the sale of household appliances on time payment plan can be conducted in a safe and sane manner, and that it is proof that it is necessary to follow the methods that have been employed is a fallacy pure and simple, and that it is the duty of every manufacturer to take steps that will bring about a radical reform in sales methods.

As regards service, while I maintain a fully equipped service department prepared to afford a satisfactory service on any make of machine, I prefer, as a leader in my merchandising, that machine which promises to burden me with the least trouble and expense in the matter of service.

I also contend that no machine has been sold, or satisfactorily sold, until the purchaser knows all they should know of the machine and its operation, and in my experience, I have found that a majority of washing and ironing machines have been disposed of with the one thought only on the part of the salesman, to get the order signed and get his commission in the quickest possible time with the least effort, the result being that many a good machine has been condemned and become a repossession simply because the purchaser was never made fully acquainted with its operation and use. When the machine has been satisfactorily demonstrated and the purchaser acknowledges a thorough acquaintance with its operation and use, I am spared hundreds of dollars in unnecessary service calls.

\$35,000 from Franklin Spec.

HOW additional business amounting to \$35,000 was done within four months by electrical jobbers, dealers and contractors of New Orleans was told recently by C. A. Disher, secretary of the New Orleans Electrical League, and an official of the Rex Electric Co., Inc.

An advertising campaign featuring the Franklin Specifications was conducted during the months of Oct. 1, 1928, to Jan. 15, 1929, by the Electrical League and the New Orleans Public Service, Inc., and was the direct cause, according to the league, of additional business of \$35,000 during that time. The Franklin Specifications were designed to improve the lighting conditions in office buildings, commercial houses and the like throughout the city by having all the lights installed by members of the league meet with certain requirements.

"This is the first time an organized attempt has been made in this city to equip factories and commercial houses with adequate lighting systems," Mr. Disher said in a recent report to members of the league.

"Since Oct. 1, the opening date of the campaign, until Jan. 15, lighting equipment requiring 275.37 kw. of electrical power has been installed. The Franklin spec-

ification campaign is the direct cause of this increase. The percentage of this amount installed according to the Franklin plan is 50 per cent with the remaining 50 per cent, of miscellaneous nature, chiefly recommendations and slight changes in fixtures for existing outlets."

"The total number of jobs was fifty-four, the total increase in load being 275.37 kw. and the average kilowatt per job was 5.12. Each outlet was installed for 200-watt as an average and the number of outlets per job was approximately forty-five, the total being 1,350 outlets. Wiring, fixtures, mazda lamps, panels and other wiring equipment amounted to more than \$35,000.

The campaign was conducted by the following method:

A series of four letters was prepared by the engineers of the Electrical league and were mailed to a large number of good prospects that were obtained by making a tour of all the business houses of the city and determining which ones needed better lighting. To these concerns, letters written on the stationery of the Electrical League were mailed and the answers which came to secretary of the league were given to the contractor members of the league who regarded them as live prospects and worked on them accordingly.

How to Kill *an Electrical League*

¶ A recent meeting of the American Trade Association Executives, the national organization of association secretaries, was enlivened by the reading of the following jocular suggestions on doing away with a local league or association. W. Bourke Corcoran, Chairman of the League Council, sent this in with the suggestion that those who have had experience organizing a trade association or electrical league and guiding it through experimental years will appreciate this good-humored recapitulation of the difficulties to be contended with.

Don't come to the meeting.

* * *

But if you do come, come late.

* * *

If the weather doesn't suit you, don't think of coming.

* * *

If you do attend a meeting, find fault with the work of the officers and other members.

* * *

Never accept an office—it is easier to criticize than to do things.

* * *

Get sore if you are not appointed on a committee; but if you are, do not attend committee meetings.

* * *

If asked by the Chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting tell everyone how things ought to be done.

* * *

Do nothing more than is absolutely necessary; but when other members roll up their sleeves and willingly, unselfishly use their ability to help matters along, howl that the association is run by a clique.

* * *

Hold back your dues as long as possible, or don't pay at all.

* * *

Don't bother about getting new members. That's the secretary's job.

* * *

When a banquet is given, tell everybody money is being wasted on blow-outs which make a big noise and accomplish nothing.

* * *

When no banquets are given say the association is dead and needs a can tied to it.

* * *

Don't ask for a banquet ticket until all are sold.

* * *

Then swear you've been cheated out of yours.

* * *

If you do get a ticket, don't pay for it.

* * *

If asked to sit at the speaker's table, modestly refuse.

If you are not asked, resign from the association.

* * *

If you don't receive a bill for your dues, don't pay.

* * *

If you receive a bill after you've paid, resign from the association.

* * *

Don't tell the association how it can help you; but if it doesn't help you, resign.

* * *

If you receive service without joining, don't think of joining.

* * *

If the association doesn't correct abuses in your neighborhood business, howl that nothing is done.

* * *

If it calls attention to abuses in your own, resign from the association.

* * *

Keep your eyes open for something wrong and when you find it, resign.

* * *

At every opportunity threaten to resign and then get your friends to resign.

* * *

When you attend a meeting, vote to do something and then go home and do the opposite.

* * *

Agree to everything said at the meeting and disagree with it outside.

* * *

When asked for information, don't give it.

* * *

Curse the association for the incompleteness of its information.

* * *

Get all the association gives you but don't give it anything.

* * *

Talk co-operation for the other fellow with you; but never co-operate with him.

* * *

When everything else fails, curse the secretary.

Gleaners for SPRING



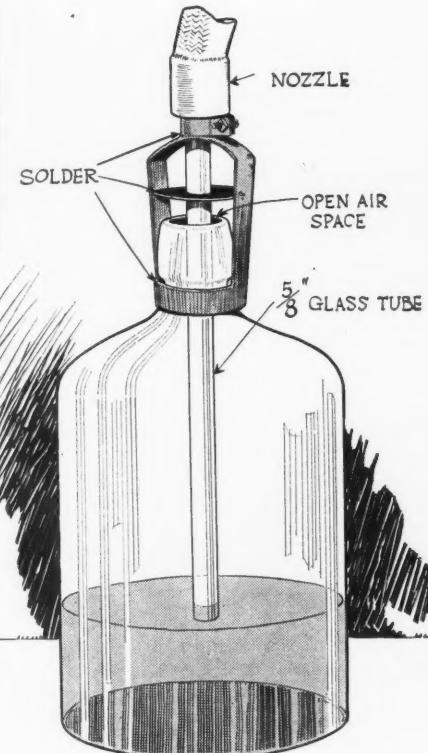
Diagram explaining construction of copper holder and its position to allow the entry of air through neck of carboy. One-sixteenth inch copper strips, cut about one-half inch wide, may be bent and twisted to fit and grip. Solder or rivet circular sections to uprights.

HAVE you ever seen a vacuum at work? This question was graphically illustrated by the action window illustrated.

Carboys and vacuum cleaners seem far removed from each other but tied together in a window display with explanatory cards they formed an exhibition that attracted attention by its novelty. Apart from being simple to construct it was not at all expensive. The whole idea was to show just how the powerful suction in a vacuum cleaner operated.

The carboy on the left was partly filled with red water; the one to the right, green. The left hose was attached in the regular way to draw; the right hose, on the other hand, was connected with the outlet, to blow, and the combination in action made a colorful and fast-moving display that compelled attention. A four-point flasher was connected in circuit so that for fifteen seconds the motor of one cleaner was running; then the other would alternate for a similar period. Spectators looking through the window would see the red liquid being rushed up through the tube in the left carboy, and then, after a

Diagram showing details of hose connection to carboy. Only the simplest materials are required.



fifteen-second pause, the green liquid in the other carboy being thrown into a bubbling agitation.

"It draws dirt like this" was demonstrated by the red liquid being sucked up through the glass tube.

"It blows dirt like this" and the reverse ability of the cleaner to blow dust from the object being cleaned was visualized by means of the boiling green liquid.

Note the excellent selling arrangement of cards and copy; the catchy question at the top; the hands leading

SALES

By
I. L. COCHRANE

from brief and concise titles pointing to the physical action; the one-word titles and quotations from Webster giving the definition of each word, followed by an explanation, on the cards.

The designer explains the simple construction of this effective Action Window as follows:

"I SET a four-point flasher so connected that each motor was allowed to run about fifteen seconds; then off entirely. After a lapse of five seconds, the other motor was turned on. Into each carboy I inserted a glass tube $\frac{1}{8}$ -in. in diameter, fitting the top of the tube into the hose of the cleaner. As the diameter of the tub is smaller than the cleaner hose, I bound the connection with tape to make a tight joint. Further, I made a clamp of copper (see sketch) to hold the glass tube straight, and also to permit the entrance of air through the neck of the carboy. The copper disk was added to hold the glass tube in position.



"Entirely devoid of matter"—Webster.

THE cleaner creates a partial vacuum in which the pressure is lower than that of ordinary atmosphere. Thus the air rushes in to fill the space and carries with it dust and dirt particles which are lodged in the object being cleaned.

"Another point: the lower end of the glass tube on the side that draws must be immersed about an inch or more. On the other hand, the glass tube in the carboy that receives a blast of air (the green one) must be placed just above the top of the liquid, yielding a greater agitation of the water. The photograph shows what I found to be the best depth of water although that should be regulated to suit the power of the cleaners used.

"While I used a four-point motor flasher, I see no

AIR

"Air is a mixture of gases that forms the apparent blue envelope of the earth."—Webster.

THE cleaner can be made to reverse the usual vacuum cleaner operation by simply removing the dust and attaching the hose. Thus the air is made to rush from the cleaner dislodging dust and dirt particles from object being cleaned.

TEAMWORK



The store operator not only follows up live prospects to make salesmen's appointments but she makes twenty-five telephone canvasses a day.

TO MOST people teamwork is just another word that has become tired and worn-out from long abuse, but to A. C. Wagner of the Wagner Electric Company of Detroit, Mich., it represents the motivating principle of his entire business. Before its introduction not so many months ago, Wagner conducted his sales and service departments independently—especially radio. But with proper co-ordination—another word for teamwork—he added an additional \$74,000 in gross sales to his business in 1928.

The radio service department played the most important part, perhaps, in the application of the teamwork idea to appliance sales. Fifty per cent of the leads on electric refrigerators, washers and ironers now being closed by Wagner's specialty sales come from the radio service department.

"Bear down on this point," declares Wagner with careful emphasis, "there is the closest connection between a radio maintenance department which is properly alive to its opportunities and the sale of electric appliances."

Wagner has always encouraged his radio service men to sell. He offered

By Ray V. Sutliffe

10 per cent commission for original and completed sales—either radio or appliance products—and 5 per cent if the closing of the lead was done by a salesman.

Wagner had one employee in the radio service department who had a wonderful sales record. He was continually turning in completed orders for electrical refrigerators, washers and ironers as well as modern radio outfits. The success of this servicer, who bore the peculiarly appropriate name of E. L. Sells, gave Wagner the happy inspiration which later led to a change in his entire sales policies. He not only transferred Sells to a full-time selling job but gave him a competent assistant for the express purpose of co-ordinating the production of leads with follow-up work. The principal idea back of it was to cash in on the hundreds of calls for radio service received by the firm from strangers as well as customers.

What was the result? Up to February, 1929, Sells averaged \$4,600 a month in increased radio business and totaled \$2,800 worth of electric refrigerators and \$2,100 in washing machines and ironers.

This doubling of appliance sales over a similar period for the prior year would never



The Wagner Electric Company, Detroit, and (right) the well planned display room.



Radio servicemen, outside sales force and telephone follow-up combine to build profitable appliance business

have been possible, it was stated, were it not for the splendid, and quite necessary, co-operation which he received from the store operator—who happened to be Mrs. Sells.

First thing in the morning she telephones all live prospects for definite appointments to meet Mr. Sells. This information is obtained from her "follow-up" book wherein the names of every possible customer is filed, on removable record sheets, according to due dates. Most of these prospects are obtained originally from the service department. As servicemen get a five per cent commission for all tips closed, each day witnesses an interesting accumulation of valuable leads from this source. Others are "call-backs" filed by her husband.

Next she types and addresses twenty personal letters to likely prospects. These are obtained from the firm's customer and service records.

Then she circularizes 50 cold leads obtained by a systematic perusal and checking of her neighborhood telephone directory.

The clerical work performed by this all-around helpmate has to do solely with the matter of sales records, commissions due salesmen (Sells recently added two men

to his staff), purchase contracts, credits and special collections. The bookkeeper attends to the monthly statements and regular collections.

After lunch Myra Sells—sells. She telephones a regular stint of 25 unknown persons, again systematically clicking off the names from her ever present telephone directory. Next she phones recent applicants for radio service and recent customers of the store for wiring, minor appliances and radio supplies.

DOES this set-up justify itself? "Well," declares Mr. Wagner, "all I know is that sales have



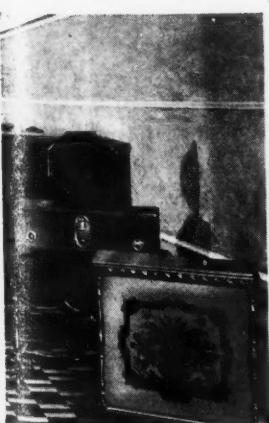
Radio service men have been developed by Wagner into a constant and profitable source of appliance leads and sales.

more than doubled, that Sells and his men have more live leads than they can handle, that it costs me nothing for newspaper space and that the average direct selling expense (salaries and commissions) does not exceed 12 per cent per transaction. My promotion expense is a known quantity. I am contacting thoroughly every person with whom we have established business relations and my time is wholly available for administrative supervision and 'key' selling jobs. Furthermore Sells is responsible for credits and must collect bad accounts or make good."

Perhaps the reason Mrs. Sells is so industrious is that she receives, in addition to a nominal salary, a two per cent commission on every sale which she is instrumental in originating. Servicemen and salesmen also are paid by Mr. Sells out of the flat 12 per cent commission he receives on every sale.

A PROFITABLE RELATIONSHIP

The teamwork which can be established between the selling and servicing of radio apparatus and the promotion of electrical appliances was summarized by Mr. Wagner in this manner:



"The first thing that people who are in the market for specialty appliances, involving a service obligation, look for is seller stability and ability. Through rendering prompt and first class service to radio users we create just such a background. What is more natural, therefore, than to buy one's electrical equipment from such a house. Sells stresses this point with marked success.

"Another thing, applicants for radio sets and service get to know the house. They are never cold prospects for other conveniences.

"Lastly, a sales set-up such as I have lends itself naturally to pushing refrigeration during the summer months. The men must live and they can apply exactly the same technique to appliances as they use on radio. A gratifying feature of handling diversified lines is that

following service calls sells modern receivers and following appliance customers likewise produces radio prospects."

It will be noted that Wagner reorganized his sales department by promoting a man from within the ranks. Such a policy, when feasible, builds morale in the organization. In this instance it has additional merit inasmuch as Mr. Sells can, and does, perform minor service operations when selling or calling back on users. This saves both time and money for his firm and has been the means of his obtaining many new prospects.

The possibility of building a worthwhile prospect list is found in the fact that, within a four-month period, Mrs. Sells has typed and classified over 1,200 genuine leads—using the methods presented in this article.

Lessons from A RANGE Campaign

THE principles of merchandising are learned from experience. Every experiment in selling is most valuable and illuminating from the standpoint of the principles which are tried out and tested, so that an answer yes or no can be given as to their worth. The Southern California Edison Company maintains salesmen always in the field, with a consistent policy of range selling. From time to time special campaigns are staged. One such recent drive resulted in the sale of 567 ranges in seven weeks as against a quota of 345. Another in the same period of time resulted in the disposal of 1,331 ranges, of which 327, or 25 per cent were sold by dealers throughout the company's territory who were encouraged to cooperate. Here is some of the sales wisdom which the merchandising department of the company has learned from these experiences:

It is a good idea to do away with the term of "salesman" altogether. The Southern California Edison Company has no such employees—it has "specialists" of one sort or another. When the customer is informed that a range specialist is to call upon her, her reaction is a friendly one.

Secondly, it has been found to be good policy to fix the quota of a campaign within the range of possibility—and then to set a goal beyond to aim at. Thus the quota of the particular range sale which resulted in the disposal of over 1,300 ranges was set at 600, while the "objective" of the drive was fixed at 1,000, both of which marks were surpassed.

Dealers have been found to work well if allowed the same reward as the company itself. That is to say, in this campaign the company agreed to take over all second hand equipment taken in at the full cash price allowed and also furnished free the premium to be given with all sales of the featured equipment, whether the sale was made through company or dealer channels.

In a campaign of this type it was found advisable to advertise only in a general way. The trade-in feature which was the special attraction was intended to be used as a closing argument only and was not an inducement which could be given publicity. Direct by mail folders were used without great satisfaction. Displays of ranges were kept always in all district offices and brought

many unsolicited inquiries as well as providing an exhibit to be used in making a sale.

Cooperation of other employees in the company has been found to be of great value. The sum of \$2.50 was allowed to any employee bringing in a lead to whom a range was actually sold later on. About 38 per cent of all sales made were based upon such leads, the actual figure being 384 names.

FROM six to seven weeks has proved to be an ideal length of time for such a sales campaign. A shorter period than this does not allow either the salesmen or the public to be properly worked up to the realization that a special effort is being made and a special opportunity is at hand. Carried on longer, the enthusiasm peters out.

A salary and commission basis has been found to bring best results in stimulating effort among the corps of "specialists." The Southern California Edison Company pays a monthly wage of \$100 to salesmen, plus a 10 per cent commission on ranges or 5 per cent if an extension is required, 8 per cent on refrigerators, 10 per cent on smaller appliances and \$1 per kw. on heavy duty appliances.

It has been found to be a good idea to give the salesman more than one thing to sell. As a consequence the sales effort of the company is by no means confined to the special drives, of which about six take place in a year's time, but there is a continual succession of smaller "specials" to interest the customer.

For the benefit of those who fear a saturation point as a bar to the sale of electrical appliances it is interesting to note that the experience of several years has shown that the best sales records are always made in those districts where the most ranges are already used.

Foremost lesson of all learned from various range campaigns has been the importance to the company of having its specialists in the field at all times. The customer feels the frequent contacts with the company as a service rendered and if the right type of men are employed and the right approach is made, the merchandising activities become an important factor in maintaining good public relations.

The FABLE of the Poultryman

Who Took On
a Line of
Roosters



By Our Own Exclusive AESOP

ONCE upon a time there was an Honest Poultryman who by Diligence and Thrift built up such a Neat and Solid business in Hen Fruit that he was favorably Reported Upon by Messrs. Dun and Bradstreet. The result was that he had frequent calls from Salesmen representing poultry supply houses, chicken feed manufacturers and breeders of fancy birds Who Sought to part him from all or part of his Coin.

One of these Salesmen finally got hold of the Honest Poultryman's buttonhole and prodding him Lustily upon the Wishbone with a stubby Forefinger, spoke Earnestly to him as follows:

"What you need, fellah, is to take on our Line of Double-Acting Multi Colored Roosters. These Super-Roosters have three speeds forward and two reverse, they crow like Klaxons in a traffic jam, and their colorful Feathers resemble a Paint Factory Explosion. Take on our Rooster Franchise," counselled the Salesman, "and you will become the Rooster King of your Community. Sign here."

The Poultryman signed, and in Due Course received a carload of the famous Multi Colored Roosters (S/D attached to B/L).

HEREUPON he hired Five Bums, designated as "Man Power," who started out, each with a Rooster under his arm, on a Cold Canvass.

They did not do So Good. Prospects insisted upon a Demonstration, they wanted Two Years to pay, and they demanded a bag of Rooster Rations with each Bird.

In the meantime the carload of Gentlemen Hens were eating their heads off; the percentage of Reverts was

Alarming, and it was a Tough Job to recondition the Replevined Roosters because practically all of them came back with the Pip.

NOR was this the Whole of the Poultryman's misfortune. The Five Bums turned out to be Bad Actors, they were None Too Damned Scrupulous, and they were so clever at getting Advances that our Unfortunate Hero had to sleep on the Safe to prevent them from Walking Away with it.

But worst of all was the Fact that the Little Brown Hens, which had previously earned Good Money for the Poultryman, were crowded into a corner by the Roosters, and were thereby so Discouraged that they Lay Off laying.

Things finally got so bad that a Heavy Creditor decided it was time to get on his Bicycle and make a call upon the Poultryman.

"My friend," said the Creditor, "you are All Wet. You have got yourself so Steamed Up over this Rooster Franchise that you have let your regular egg business go Plumb to Sheol."

"I admit," replied the Worried Poultryman, "that my egg business is badly scrambled, but if I can sell my Quota of these Fancy Roosters, I should worry about anything so Insignificant as an egg."

To which the Creditor replied, "Brother, there is Nutriment in eggs, and a Hen that Lays an Egg is more profitable than a Rooster that only Crows."

MORAL: PLACE NOT YOUR FAITH IN
FRANCHISES ALONE

Broadcasting

*The Pacific States Electric Company is
mail and display advertising program*

1—BROADCASTING



The broadcast offers convenience outlets free on request. These are turned over to co-operating contractor-dealers for personal delivery, the object being an installing job and additional outlets.

IN OUR March issue we reported a plan being tried out by the New York Power and Light Company for materially increasing wiring and fixture-installation business by financing dealer paper. The following article tells how the Pacific States Electric Company are building up dealer's wiring business by a popular radio broadcasting program that is bringing in definite results.

ARADIO advertising program which is arousing great interest among members of the electrical industry on the Pacific Coast is the weekly Jonesy and Mabel dialogue on convenience outlets which is being sponsored by the Pacific States Electric Company, wholesale distributors with headquarters up and down

the Coast. These two human and humorous personalities, the typical young married couple who are undergoing all the difficulties of starting housekeeping in an underwired house, have been made the central figures in an advertising campaign which includes the playlet given every Tuesday evening over the National Broadcasting Company's Pacific Coast network; newspaper advertising; a broadside mailed to consumers by the power company, and personal follow-up on the part of the electrical contractor who ties in with the campaign.

The playlet has been skillfully prepared and introduces musical numbers and various incidental sound effects which serve to enliven the entertainment. Only once at the beginning and once at the end of the program

Outlets

*putting on a radio, newspaper, direct-
that is creating new markets daily.*

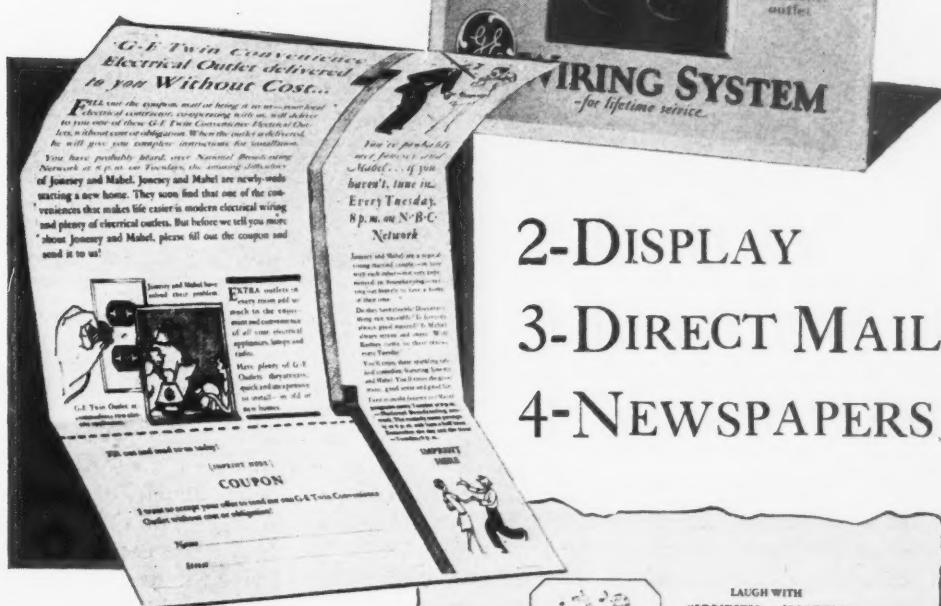
is the name of the sponsoring company mentioned, but the advertising theme is so cleverly interwoven that the whole thing is virtually an advertisement of the need of better wiring. In addition to the misadventures of a breakfast gone wrong on account of too few outlets

for appliances, resulting in a false fire alarm turned in by a neighbor and various other difficulties, part of the comedy results from the continuous run of argument between Jonesy and Mabel as to whether an outlet is to be called an "outlet" or a "plug."

Each performance is accompanied by the offer of a free convenience outlet to any who make application to the Pacific States Company, giving the name of the nearest electrical contractor through whom they wish it delivered. In order to make this offer easy to comply with, a broadside of auxiliary advertising is furnished by the wholesaler to be sent out by the power companies, inclosing a return postcard requesting delivery of the outlet.

Every contractor-dealer on the Coast has been approached to tie in with the programs. Besides the advertising which is carried on the radio page of 24 Pacific Coast dailies on the day of the broadcast, advertising mats are furnished for the use of contractor-dealers to be used in their home town papers. A window streamer and an attractive display for window or counter, using the two characters and permitting the insertion of an outlet block and plate are also furnished.

On receipt of postcards or telephone requests for outlets the Pacific States Company distributes them to co-operating dealers, who then take the convenience outlet block and plate to the house, making personal delivery. This insures entry and a welcome reception. Diplomatically the dealer suggests his own services for its installation and at the same time looks over the quarters to see where other convenience outlets are



2-DISPLAY 3-DIRECT MAIL 4-NEWSPAPERS



needed. In very few cases is he unable to sign up an order of one or more additional outlets. The price for installation work is set by the contractor himself and the matter throughout is a personal transaction between himself and the customer, except that he makes a report to the Pacific States Electric Company on the results obtained. Each card is checked by the power company or the jobber salesman.

Response to the idea within the electrical industry has been immediate. Dealers have shown a widespread interest and the Pacific States officials report a most

(Please turn to page 95)



The farmer puts good lighting first in his electrical requirements

WHAT electrical equipment would you buy first for the farm home?"

This question was put to eleven farmers' wives on the Iowa Project for Rural Electrification in order to determine their viewpoint on the relative importance of electrical equipment to the farmer.

Lighting was the unanimous choice of the co-operating farm women as the first essential in electrical necessities. The choices varied slightly according to the amount of money available for investment, but regardless of the amount lighting was considered of primary importance. When a relatively small amount was available for the purchase of electrical appliances, the smaller equipment was chosen first because of its low initial cost. The electric iron falls in this class and, in most cases, was given second choice to lighting. A small $\frac{1}{4}$ -horsepower motor for driving the washing machine and the cream separator received next choice.

Applying power to home laundry was high in importance with all the co-operators. However, in the groups with \$400 and \$600 to invest in equipment, the co-operators qualified their selection by saying that they would prefer to buy a small motor and apply it to their existing equipment. This motor would sometimes be used for both the washing machine and the cream

separator. For a considerable number of years now, handpowered washers have not been used on very many of the corn belt farms. Some twelve or fifteen years ago with the development of the gasoline engine, the gasoline type of drive came in and has been utilized to the present time. It is, of course, a simple matter to drive this type of machine with a small motor, utilizing a reduction obtained by the line shaft. The makes of the gasoline powered machines are practically the same as many of the electric machines. Practically all the manufacturers at some time manufactured a gasoline type of washer. For utilizing the electric motor on the cream separator and washing machine it is often disconnected from the one to apply to the other.

With \$400 available for the purchase of appliances the motor-driven pump becomes third choice and holds that relative position with all those reporting. This is expected in view of the great importance in farm economy of the pressure water system for home and barn.

Where larger sums were available it will be noted from the table that the electric washer was second, water pumping third and the iron fourth with the range or range attachment and refrigerator taking fifth and sixth places respectively.

With \$600 available the same general order was



The motor-driven water pump was ranked third in the farmer's choice of electrical conveniences

When the Farmer

By
Franklin
J. Zink

Assistant Agricultural
Engineer

Iowa Project on Rural
Electrification

Electrifies—

What Equipment Does He Buy First?



A $\frac{1}{2}$ -horsepower motor for running the washing machine and cream separator was given second choice



The washing machine, refrigerator and electric range respectively, were given the next choice, depending largely on the income of the farmer

followed. One co-operator gave the ironing machine fifth place. The radio was chosen by several co-operators with four of them giving it sixth place. One co-operator stated, "I would invest in a radio and omit the vacuum cleaner if necessary for I can listen to the radio while I sweep with a broom."

With the \$800 amount a cream separator drive and a separate drive for the washing machine were chosen. The general order was lighting, washer, water pumping, iron, range or range attachment, separator, refrigerator, motor and small appliances.

IN THE \$1,000 class choices again followed the same general order except that the ironing machine and the vacuum cleaner followed the refrigerator.

An interesting fact was that when given an unlimited amount of money with which to purchase equipment for the home the total investment varied from \$1,249 to \$2,002. It was the consensus of opinion that this investment would materially help to lighten the work in the farm home.

With this unlimited amount of money the second choice was almost equally divided between water pumping and the washing machine with good reasons given for the selections. The electric iron again ranked third. The range, cream separator, refrigerator and vacuum cleaner were next in order followed by the incubator, brooder, ironing machine and other appliances.

It is an outstanding fact that the co-operators liked best the appliances with which they were most familiar. Because of their experience with these they could more readily see the advantages of their use and the disadvantages of the former method of doing things. They also

VALUE of Electrical Equipment on Eleven Iowa Project Farms

FARM NO.	APPROX. VALUE AT RETAIL PRICE			MONTHLY AVGE. KW-HR.	TOTAL KW-HR.
	HOME	FARM	TOTAL		
1	411	379	790	137	1644
2	694	360	1054	125	1500
3	641	320	961	118	1416
4	722	446	1168	357	4248
5	1256	422	1679	285	3420
6	375	683	1059	115	1380
7	592	992	1584	296	3552
8	1267	573	1841	372	4464
9	722	970	1692	453	5436
10	188	679	867	246	2952
11	762	231	994	152	1824

Light's Golden Jubilee

The 50th Anniversary of Light to be Made the Occasion of World-wide Celebration.

THIS year marks the 50th golden anniversary of lighting and electrical progress. And October 21, 1929, will mark the 50th year of Thomas A. Edison's invention of the first practical incandescent lamp, the very cornerstone over which the great electrical industry has raised itself.

This golden year, then, offers not only the vast lighting industry but the entire civilized world that long-awaited opportunity to pay a fitting personal tribute to the master inventor for the greatest of all his gifts to mankind, and that opportunity to celebrate fittingly the 50th birthday of the incandescent lamp, both with a Light's Golden Jubilee.

Light's Golden Jubilee received its first formal suggestion on Edison's 82nd birthday. At a luncheon of the Edison Pioneers, those men who were associated with Edison in his pioneering days, their fellow member, John W. Lieb, tentatively outlined the celebration. The Pioneers then unanimously approved the following resolution:

"Resolved, that the President of the Edison Pioneers be requested, and he is hereby authorized, to appoint a committee of five from its membership to propose to the electrical industry at large the organization of a Sponsoring Committee which may prepare plans for the approaching

appropriate celebration of the Golden Jubilee of the Incandescent Lamp occurring during the year 1929."

Light's Golden Jubilee sponsoring committee, which is now being formed, will have at its disposal an adequate organization to plan, to direct, and to co-ordinate the many events and activities of the jubilee. It is expected that the time between now and the National Electric Light Association convention at Atlantic City in June will be devoted to crystallizing and perfecting plans and organizations, and preparing essential literature. It is the general plan to start the first of a great series of events relatively early, with the thought of leading up to a tremendous climax on October 21st—the 50th birthday of the incandescent lamp. October 21st will be "The Night of Light" and will be the occasion of a celebration and tribute to Thomas Edison which will encircle the globe and echo through the years that follow.

The jubilee will be magnificently supported by Henry Ford, Edison Pioneers, and close personal friends of Thomas Edison. All of Edison's original laboratories and machines are being moved to Dearborn, Mich., where Menlo Park will live again and through the years as part of the great Ford Museum of American Industry. Henry Ford's plans in connection with the jubilee celebration will be announced at a later date.

When the Farmer Electrifies (Continued from preceding page)

could more readily see the disadvantages of equipment with which they were not familiar which would seem to indicate that educational work on electrical appliances might be employed to good advantage.

A number of devices other than those listed in the accompanying table were also in use, each contributing something to increasing the total annual energy consumption. There were 8 vacuum cleaners, 7 fans, 5 toasters, 5 waffle irons, 5 brooders, 4 small utility motors $\frac{1}{2}$ horsepower or less, 4 radiant heaters, 4 fireless type cookers, 4 heating pads, 3 percolators, 3 grills, 3 curling irons, 2 automatic water heaters, 1 poultry water heater and 1 oats sprouter. None of these latter devices with the exception of the vacuum cleaners, the small utility motors and possibly the brooders were considered by the co-operators as being outstandingly useful as labor-saving devices.

FARM EQUIPMENT

No survey with regard relative choices of farm equipment was made because the choices in this particular community would not be the same as in a great many other farming sections. The farm equipment most popular on the Project, named in the order of their number used, were lights in buildings and yards, cream separators, utility motors of the 5-horsepower class for feed grinding, grain elevating, sawing wood and shelling corn, water systems for pumping all well water, milking machines and small utility motors.

COOPERATORS' Relative Choices

Electrical Appliances	Cost	Number cooperators Using	Relative choices for given amount					Un- limited
			\$200	\$400	\$600	\$800	\$1000	
Lights.....	\$125	11	1	1	1	1	1	1
Washing machine	125	11	..	2*	4*	2	2	2
Water pump.....	200	11	..	3	3	3	3	3
Iron.....	7	11	2	5	2	4	4	4
Range.....	175	10	6	5	7	5
Refrigerator.....	250	7	..	6	7	7	11	6
Cream separator..	165	11	6	7	7
Vacuum cleaner..	50	8	4	7	10	12	13	8
Brooding chicks...	25	3	..	15	15	15	18	9
Ironing machine.	150	4	8	8	12	10
Incubator-chicks.	40	5	..	8	14	10	14	12
Toaster.....	8	7	6	9	17	14	15	11
Radio.....	110	5	10	12	13	11	8	13
Coffee percolator..	10	5	10	12	19	13	16	14
Fireless cooker....	15	5	12	12	11	19	9	15
Electric fan.....	20	6	8	12	18	16	15	16
Heating pad.....	7	3	5	10	16	16	5	17
Egg candling....	2	16	..	18
Waffle iron.....	12	6	11	13	17	16	6	18
Reflector heater....	10	5	9	11	12	18	19	19
Water heater.....	150	2	9	20
Kitchen ventilator	25	13	..	21
Sewing machine..	50	3	17	20	22
Curling iron.....	3	5	..	14	..	16	16	22
Dishwasher.....	150	3	23
Clothes dryer....	150	24
Corn popper.....	2	20	17	25
Immersion heater.	5	2	21	25
Hot plate.....	20	3	7	7	9	9	10	..
Household motor*	20	3	3	4	5	6	3	..

*Motor to run separator and washer.

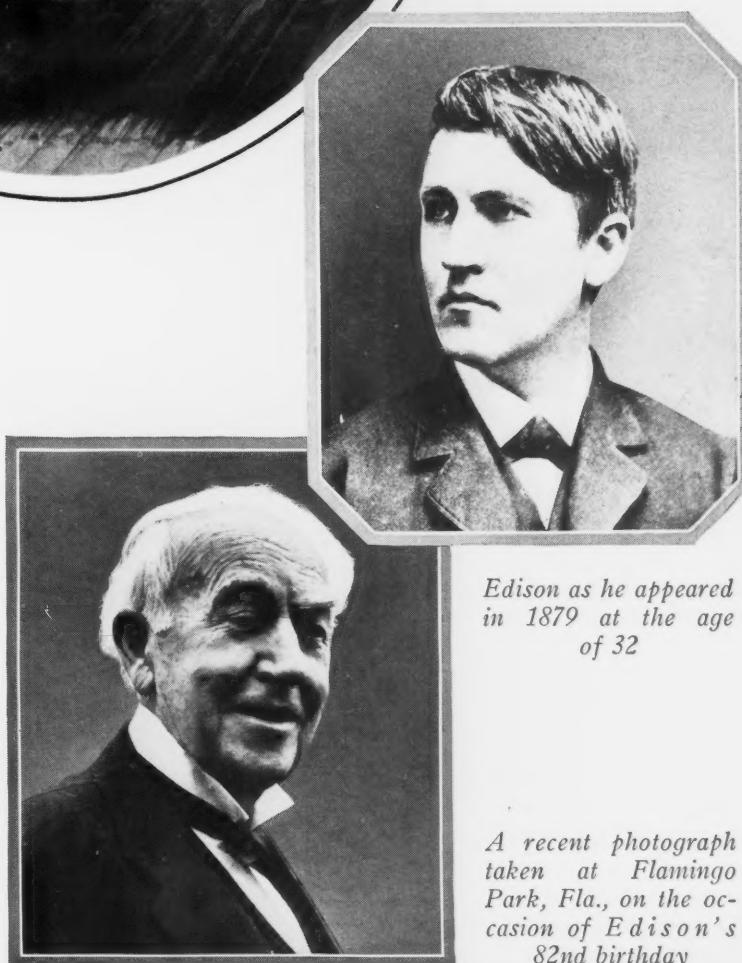




1879-1929

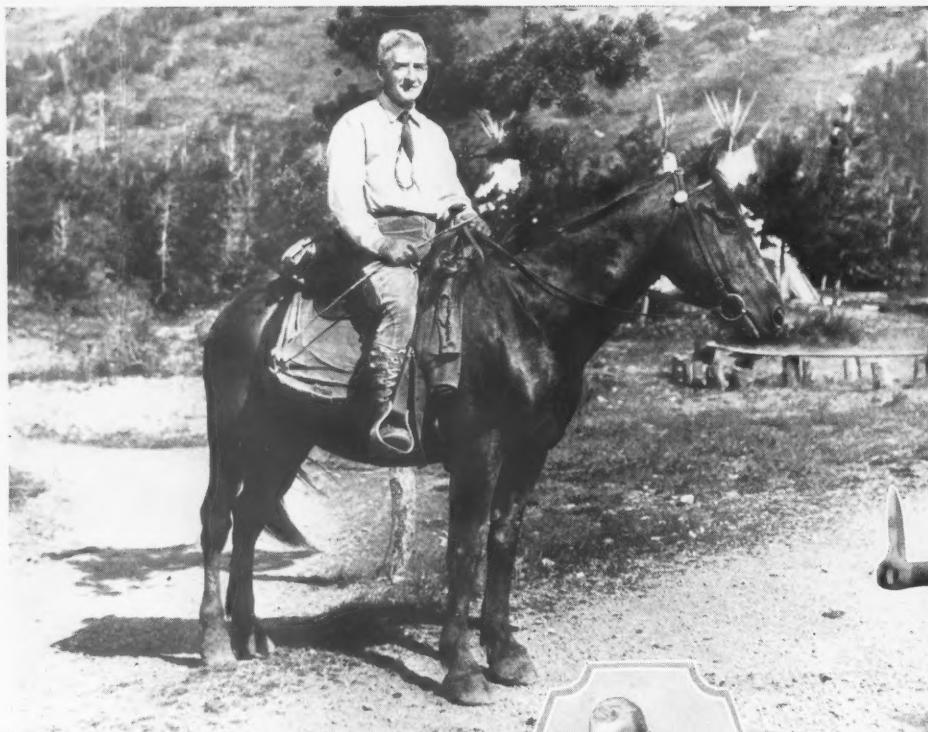


THE historic scene on the occasion of the first successful experiment with the incandescent lamp which took place at Menlo Park, N. J., October 21, 1879—50 years ago. Left to right: John Kruesi, Martin Foss, Francis Jehl (on ladder), Ludwig Boehm, Thomas Alva Edison, Francis R. Upton and Charles Bachelor. Edison and Jehl are the only surviving members of this original group.



Edison as he appeared in 1879 at the age of 32

A recent photograph taken at Flamingo Park, Fla., on the occasion of Edison's 82nd birthday

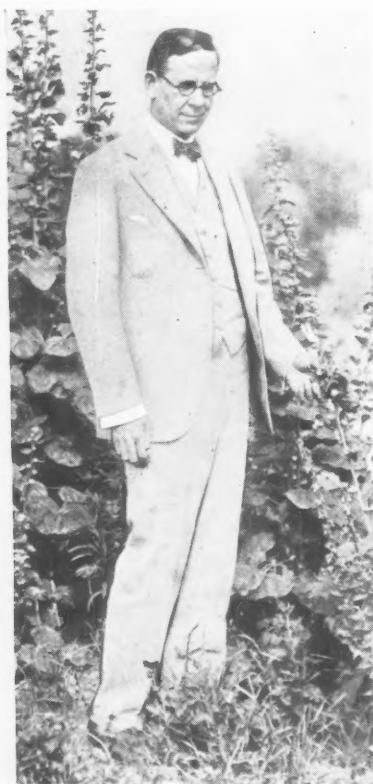


One of the world's busiest men, Gerard Swope, President, General Electric Company, is also a saddle enthusiast. Riding is a part of his schedule at home or on vacation. The accompanying photo was taken at Glacier Park a year or so ago.

Pierre Miles (right), sales manager, range division, Edison Electric Appliance Company, is a fisherman of note. Every August, we are told, he hies him to the north woods, where the bass are biting.



A. W. Robertson, Chairman of the Board of Directors, Westinghouse Electric & Manufacturing Company (below), finds summer recreation in his garden. He gets out and works with a hoe among the vegetables and flowers.



Kirk M. Reid, Illuminating Engineer, Nela Park, has many tennis championships to his credit, including New York State singles once, Ohio State singles five times and Ohio State doubles seven times.



HOBBIESTS

H. Ross Maddocks, President, Devices Corporation, holds that for a real thrill nothing compares with motor boat racing. He should know, as he is Commodore of the New England Outboard Motor Boat Association and in his "Baby Whale" made five world's records last year.





Earl Fisher, Vice-President in Charge of Sales of the Pacific Gas and Electric Company (left), is up in the air during his spare moments. His hobby is aviation and when he is not building up load for the power company, he is helping to further the development of air routes on the Pacific Coast. He is chairman of the Aviation Committee of the California Development Association and president of an airplane company with headquarters in San Francisco.



Edward G. Jay (above), manager of Metropolitan Electrical League of Boston, gets plenty of exercise in the operation and upkeep of the "Lottie L. Thomas" (right). She is 91 ft. 6 in. over all, clears 18 ft. 5 in. wide, and was built in 1883.



Champion E. W. Lloyd (right) of the trapshooting contingent, Evanston Golf Club, Evanston, Illinois, who averaged an 87 last winter with his trusty Winchester and copped the tournament cup. Mr. Lloyd is also Vice-President in Charge of Sales of Electric Light and Power for the Commonwealth Edison Company, Chicago.

AVOCATIONS of Some Electrical Men

The First of a Series



Al Wakefield, Vice-President and General Manager, the F. W. Wakefield Brass Company (right), and a collection of the trophies (above) won in his Star racing yacht "Twinkle." Among the cups and flags are prizes for winning in the Star Boat Class four times in eight years at regattas of the Inter Lake Yachting Association, also the \$5,000 Winton Cup won last year.

Charles A. Pierson, President, Standard Electric Stove Company (left), is another range man who loves fishing. The picture was taken on the Au Sable River in Northern Michigan and the fish, it is reliably stated, were all taken on plug baits.

Test PROVE PUBLIC EUREKAS

So firmly established is Eureka reputation—so thoroughly conscious is the public of Eureka quality and dependability—that the mere announcement of the new Eureka Special at \$39.50 immediately stamps it as a value unequalled in the industry.

We can confidently predict that the new Eureka Special—from the very day of its appearance on the market—will sell rapidly, easily and in extremely profitable volume for dealers *everywhere*.

There is no guesswork in a forecast of leadership for the Eureka Special in the popular-priced field. Facts—established by a series of test sales throughout the country—prove just how eagerly the public will buy Eureka Specials at \$39.50.

"Special" Will Boom Standard Model 11 Sales

In Pittsburgh, for example, The Gas and Electric Shops, merchandise department of the Duquesne Light Company, during January alone sold 515 Eurekas, yet only 137 were of the advertised Model No. 9. Fifteen other dealers, during periods ranging from one week to four, sold a total of 2288 Eurekas, yet notwithstanding the advertising on the discontinued Model No. 9, over 60% of the sales were of the new Standard Model No. 11.

This is not surprising. Millions of dollars have been spent to advertise the Eureka name and build Eureka prestige. More than 2,000,000 Eurekas in actual use are testifying daily to the superiority of Eureka cleaning service.

We are interested in details of your proposition on the new Eureka Special, and desire an interview with the district manager in this territory.

Name _____

Address _____

The Eureka Special is a distinctly better cleaner than the discontinued Model 9 which was sold in amazing volume at the same price. It is a full sized cleaner—rugged, durable, with amazing cleaning power and many other important improvements.

Advertising will launch "Special"

The new Eureka Special will be announced to the public April 1. Advertising will blanket the country during this and succeeding months—in national magazines of tremendous circulation; through literature and mailing and general distribution, and through large display ads in newspapers in all metropolitan trade centers.

Now, on the eve of this announcement, is the time for dealers to ACT—that they may share in this business and these profits from the very start. The Special offers an unparalleled opportunity to develop immediately a large and profitable over-the-counter business. At the same time it is a great advertising feature, and will increase dealer sales of Model 11 Eurekas.

Write or wire today for an interview with the Eureka district manager in your territory.

The Grand Prize Standard Model 11 Eureka, the super-powered combination home and automobile cleaner with detachable handle, is priced at \$56.50—attachments \$8.00. It includes features and attachments which adapt it to many special uses—such as cleaning the inside of motor cars, moth control in the home, and the more convenient cleaning of stairways, cupboards and other hard-to-get-at places.

**EUREKA VACUUM CLEANER CO.
DETROIT, U. S. A.**

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory, Kitchener, Ontario. Foreign Branches: 8 Fisher St., London, W. C. 1, England; 299a-301 Castlereagh St., Sydney, Australia.



Chromel

E L E C T R I C H E A T



MEANS ELECTRIC HEAT

P O S S I B L E



All minor appliances are openly displayed on counters allowing the customers to inspect the merchandise at close range.

*H*_E Sold *His* SHOWCASES *and* Displayed *on* Open Counters



Radio and all major appliances are carried in the basement away from all street noises and distractions.

HERE are two features seldom seen in an electric shop: sample tables, near the front entrance, for minor appliances and electrical "notions" and a basement salesroom. These have been important factors in building the merchandising end of the business of the Ellis Electric Company, Rockford, Ill., to its present \$60,000 proportions, according to Goff Ellis, its president.

Two years ago Mr. Ellis sold his show cases and installed the special tables here illustrated. One each of every socket appliance and of every electrical supply item

stocked is displayed, in special compartments, on these tables, where they may be conveniently handled and inspected.

Major appliances and radio are carried in the basement away from street noises and the distractions of the ground floor. "A properly arranged basement is the ideal place in which to conduct a real selling job," declares Mr. Ellis.

It cost approximately \$1,300 to adapt this one to its present purpose.



Broadcasting Outlets (Continued from page 83)

satisfactory demand for auxiliary advertising mats and for display material. Power companies in all sections of the Coast are co-operating. One California central station is distributing 600,000 of the broadsides and others are responding in proportion to the field served.

"This campaign is really an industry program" according to John Busey, originator of the idea. "The Pacific States Electric Company will of course receive a return in the increased use of its products, but all others handling wiring devices and the power company, the dealer and appliance manufacturer will profit as well."

The program started on the 5th of February and is still under way so that it is difficult to report exactly on returns from the public, but enough interest has been already shown to indicate that the idea is going over "big." The first playlet resulted in an avalanche of

telephone calls from all parts of the Coast directed to the Pacific States Company asking for information as to who was the nearest contractor to a given district, so that requests for outlets might be put in. At one meeting of realtors which was addressed briefly on the subject, broadsides and postcards were at every place. Out of 110 cards distributed, 38 were signed and returned, asking for free outlets. Equal results are hoped for from the power company's direct-by-mail broadside.

February and March are usually dull months for the electrical contractor. New building is not yet being started in large volume and in particular, 1929 has not shown itself particularly active in the building curve. A stimulating of interest in new outlets and in rewiring jobs will, however, it is hoped, make the usual sales valley a peak in volume.

Summarizing Operations

Branch store accounting system of the Community Power and Light Company, St. Louis, Mo., has lowered selling cost.

ON THE first of each month the accounting department of the Community Power and Light Company, St. Louis, Mo., places on the desk of J. S. M. Wharton, its sales manager, summarization sheets showing the financial status of the merchandising operations for fifteen divisions operating some eighty branch stores owned by this utility in Missouri, Texas, Arkansas, New Mexico, Nebraska and the Dakotas.

These sheets tell Mr. Wharton at a glance the exact status in each of his divisions as regards the following merchandising operations: Sales; Discounts and Allowances; Expenses, Itemized; Cost of Merchandise; Net Profit or Loss; Merchandise and Materials Purchased, sold and Transferred to and from Other Towns; Accounts Receivable, and the Status of Delinquent Installation Contracts.

Setting up a uniform and detailed accounting system for fifteen far-flung divisional operations is not an easy task. In this case it was accomplished by means of a "Merchandising Accounting Manual," a 12-page booklet which contained complete operating instructions and samples of the forms to be supplied.

Under the heading "Sales Tickets" it is required that the cost of merchandise, materials and labor sold be itemized for each transaction. A copy of each ticket must be mailed to the home office.

The monthly sales summarization reports are submitted on a form which provides a place for entering the cost of cash and charge accounts as well as total gross volume.

It is worthy of note that Mr. Wharton requires an itemized account of all operating expenses based on the

for the
SALES MANAGER

same schedule of overhead obligations as encountered by independent retail merchants. Net profit, it is understood, compares favorably with the average showing of other electrical merchants operating in these same communities.

Although exact data was not available for publication selling costs have, with few exceptions, decreased from 5 to 12 per cent since this system was instituted.

Transactions involving trade-in allowances must be reported in detail as per the following illustration:

	SELLING PRICE	COST OF MATERIALS
One Electric Range.....	\$150.00	\$ 80.00
Installation Materials (itemized)		20.00
Totals	\$150.00	\$100.00
Allowance for Oil Stove....	20.00	
Amount of Sale.....	\$130.00	
Value of Oil Stove.....		10.00
Cost of Materials Sold.....		\$ 90.00

The cost of premiums also must be included as a part of the selling expense.

"The morale, as well as the mathematical, advantages that such an accounting plan gives both the divisional manager and the general sales executive are quite obvious," declares Mr. Wharton. "For comparative and analytical purposes, but particularly for presentation to the higher executives, a monthly itemization of all the facts is invaluable."

Electrical Merchandising's *program for* **Trade Progress**

1. Spotlight the outlet.
2. Light up the half-dark homes.
3. Eliminate the menace of sub-standard devices.
4. A central-station commercial policy which promotes dealer prosperity.
5. Dealer policy that promotes the broad interests of the industry. And this applies to non-electrical as well as to electrical dealers.
6. Greater advertising support toward winning the public to electrical appliances by central stations, manufacturers and dealers.

Ten Years from Now—How Will It Be?

TEN years from now how will electrical merchandise be sold? Who will do the selling? Will the electrical trade be large enough and strong enough to provide for the universal use of complete electrical equipment in homes, stores, offices and factories? Who knows?

At least one important power company has decided to face this problem. They have awakened to the fact that they know too little about their market. They have been so busy skimming cream these years—like every other central station—that it has not been necessary to study the technique of merchandising as they have studied and mastered the principles and technique of engineering. And so they have gone on following an opportunist policy—selling this and selling that and leaving the dealer, the other stores, to shift as best they could. It was no business of theirs to hold an umbrella over anybody's head.

But suddenly they have begun to wonder what the condition is going to be ten years from now. If a large volume of electrical appliances is to be sold—if this merchandise is to be flowing into everybody's home, there must be many stores. They must be good stores. They must be prosperous stores if they are to give good service. The power company cannot sell it all and does not want to. Therefore, the power company becomes deeply concerned with the upbuilding of a healthy electrical trade. And so the particular progressive company has begun to ask itself these questions—How many dealers will be needed to serve a population? Will the hardware store be a permanent success in selling spe-

cialties? What part will the department store permanently play? What should the central station sell? What policies on price and terms will best develop the total volume of appliances sold? And so on.

It is a good sign. No umbrellas or crutches should be provided to any one, but it is a time that we begin building a distributing and merchandising machinery in the electrical appliance industry that is founded on enduring economic principles rather than seasonal expediencies.

Strengthening a Weak Spot of Appliance Service

SURVEYS to check up on electrical appliances that are "out of order" in the homes of users, have invariably shown that it is in the *attachment cords and plugs* rather than the appliances themselves, that trouble first develops.

It is the cord and the plug which must bear the brunt of handling and wear, and it is these weaker links in the chain of electrical service which usually give way and so put the appliance itself "on the shelf."

Greater durability is needed at this point of current supply. A few cents more expended in each cord and plugs would safeguard the durability of the supply throughout the whole useful life of the appliance itself.

Economy which trims a few pennies on these essentials, is costly in the service which it prevents, and unwise in the injury which the whole electrical-appliance idea may suffer as a result.

Already several groups in the industry is turning to the correction of this fault. But every effort should be made to speed the day when only *the strongest and best possible material will be standard* in the cord itself and the plugs it carries.

High Visibility and Sales

ANOTHER strong argument in favor of the open display of small electric wares is the double jointed fact that not only are very few of the public acquainted with the names of the electric oddments they want to buy, but a surprising number of electric store clerks are in the same state of bewildered ignorance.

It wastes time and costs money to have a customer who doesn't know what he wants try to explain his need to a clerk who doesn't know what he's talking about. It's so much easier to point to the item on an open table and say "Gimme one o' them."

Editors See It

Science in the Small Store

THERE have been loud complaints from various sections of the country that the day of the independent retailer has passed and that the chain stores and larger business houses, due to greater buying and marketing facilities, would soon drive him out of business. Our readers will recall that we gave this subject serious consideration in the November issue of last year in which the results of a survey of the methods of mail-order houses in merchandising electrical appliances were set forth. We maintained at that time that increased merchandising efficiency rather than superior buying power was the real cause of the success of chain store operation. There were many factors, we pointed out, which operated to increase their operating cost and bring their general price levels nearer the independents.

These conclusions received unexpected support recently in an expression of opinion on the subject by Alfred B. Koch, recently-elected President of the National Retail Dry Goods Association.

"There is no magic touchstone that will produce success in retailing overnight," Koch declared, "Nor is there any panacea or ready-made cure-all which can be administered to cause a store to jump from mediocrity into a leading and highly profitable enterprise. But the retailer doing a small annual volume can avail himself of progressive and more scientific methods of doing business just as advantageously as his larger competitors. The opportunities for the small retailer to improve his business methods today are more abundant than ever before.

"Vision is what is needed by the average merchant if his business is to grow and prosper. He must have vision to grasp the fact that the application of these fundamental principles is just as much needed in his business as in establishments doing \$10,000,000 annually and over. Every large store I know was once a small one.

"In the growth of the larger stores from small establishments to their present position they had no teachers to guide them. Their rise was due to the pioneering spirit they displayed and careful testing and application of ideas and methods found successful.

"Take the subject of merchandise control; the average merchant has been prone to look upon this as an intricate process, costing a tremendous amount of money and not really required by him at all. In reply to this all that is necessary is to ask the merchant to look at his markdowns and see what lack of merchandise control is costing him.

Color and Beauty of Line a 1929 Trend

IN ALL lines merchandised to the public, there appears a noticeable tendency to increase the attractiveness of the goods offered for sale. Color is being introduced into new places, as an aid in winning the purchaser's favor. Wholly new designs are being worked out with the incidental or primary gain of more artistic and acceptable outer form.

Already this tendency has reached the electrical field. Both color and new designs of externals are making our household wares more acceptable to feminine taste, which is the great criterion of retail sales.

Some electrical men have questioned whether these external changes in design do other than merely increase the unit cost of the article. It may be admitted that they may add a few per cent. But the experience in other lines which earlier went over to "eye appeal" has been definitely that any such slight increase is offset by economies in selling, due to the increased attractiveness and volume obtainable with the more artistic patterns. So that the customer benefits all around.

Greater attractiveness of merchandise, through "eye appeal" of color and beauty of line must be admitted to be already an established tendency in the electrical field.

Flem Proddy's New Health Machine.

By Fontaine Fox.



Reprinted from N. Y. Sun



¶ Up in the Air for Small Storage Space

Using an adaptation of the skyscraper principle, H. W. Jacobs, electragist of Santa Rosa, California, designed his store room perpendicularly instead of horizontally. Lack of floor space for storage purposes made it necessary to cover the wall space with shelves to the ceiling. A narrow mezzanine balcony, with protective railing gives him ready access to all materials. Only boxed materials readily handled and not too bulky are kept on this upper level. Mr. Jacobs makes a specialty of his lamp sales and has built up one of the largest lamp contracts on the Pacific Coast.

¶ Grants Special Transportation Allowance to Farm Salesman

Paul Bales, The Maytag Store, Battle Creek, Mich., has been averaging ten, gas-engine driven, washer sales a month to farmers because one of his men devotes his entire attention to this field. The troublesome item of transportation expense is solved by an arrangement whereby this rural representative gets an extra \$2.50 allowance on every sale. He, in turn attends to the matter of delivering the washers. This country bred salesman owns his own car and pays all operation costs.

The majority of sales are on the time payment basis but differ from the customary 12-month arrangement as it has been found advisable to ask for one-fifth of the purchase price as the down payment and the balance in four notes; due dates being scheduled according to the cash income circumstances governing each case.

An argument used effectively by this salesman is that the machine washer keeps the water hotter for a much longer period than the wooden, or thin sheet metal, hand tubs. In the country obtaining hot water for washing purposes is an item of major importance.

“Some

¶ Two Policies that Nip Trouble in the Bud—and Produce Leads

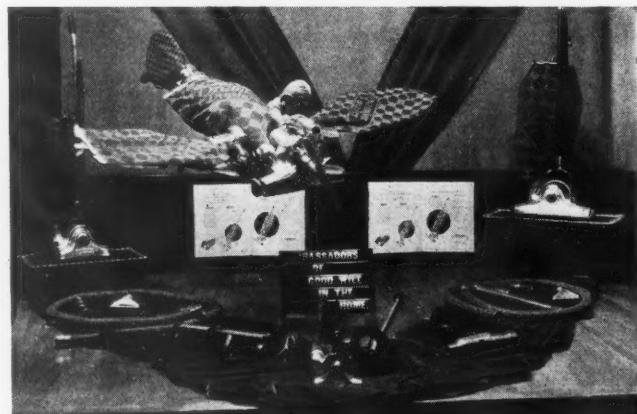
Because its meter readers have been trained to listen to the operation of electric refrigerators, washing machines and other motor driven appliances when on their meter reading rounds, and to investigate and report any suspicious noises arising from these devices, the Union Light, Heat and Power Company, Fargo, N. D., not only is in a position to *anticipate* and correct operating faults in these devices before they cause complete breakdown—many times, in fact; before the customer herself is aware of anything being wrong—but such a system creates goodwill which is frequently reflected in the meter-reader or service man turning in live leads.

As a further safeguard against inoperative appliances, Manager W. L. Wetz orders a complete inspection of every major appliance sold by his company in Fargo every 90 days. It takes not quite a week to make this inspection and costs \$40 but the business it produces makes it well worth the trouble, he declares.

¶ Latchkey Campaign Prepares Way for Cleaner Salesmen

Large cardboard latchkeys hung on the doorknobs of San Diego residences by high school students announced the opening of a vacuum cleaner sales campaign by the San Diego Consolidated Light and Power Company, warned the housewife that a salesman would call within the next few days and urged that the "latchkey" be left out for his reception.

This was followed by special advertising and window displays in all branch offices. Prizes were offered for the best windows carrying the idea of the campaign. In addition prizes went to the salesman making the best record each week, to the salesman first reaching his quota and to the one farthest exceeding his quota. \$1 each was paid for every prospect turned in by employees of the company, to whom a sweeper was later sold.



More IDEAS ''

¶ How Much for the Old Fixture?

What's an old fixture worth as a trade-in? Victor Thomas, Thomas Electric Company, Des Moines, Iowa, tells 'em in plain language—by putting the old fixture in his show window and hanging a sign on it. The day our representative was there one of those early Rooseveltian dining room clam shell atrocities, beaded fringe and all, occupied the center of the stage. The sign read, "We Allowed \$8 on This Old Relic."

"The average housewife," Vic says, "hasn't the remotest idea how much a fixture like that will fetch in the replacement market, until she's told. Makes her realize, also, how out-of-date she is. Creates a public consciousness, as it were, for better fixtures."

¶ Business in Gas Engine Washers

There is food for thought in the following statement from the Dakota Meadows Company, washing machine distributors in Fargo, North Dakota:

"Sixty per cent of our dealer sales is composed of gas engine driven washers. They all order gas engine washers as they consider this type as much as a part of their business as selling the electric machine."

"Prospects for washers are more plentiful in the country than in the city. The former are easier to sell as they have not been worked as aggressively. The process is no different than with the townsman. From a merchandising viewpoint the only difference is the distance between prospects.

"Washing machine selling in the country has been simplified by recent improvements in small gas engines."

An intimate association with the electrical industry should not be permitted to interfere with the earning of an honest penny by a logical expansion of the market for household appliances.

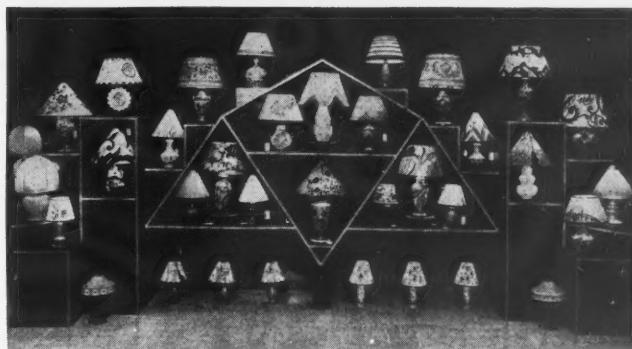
¶ Beating the Housewife at her Own Game

When Ralph H. Bennet, merchandising salesman for the Southern California Edison Company won first prize at the Ventura County Fair for the cake he had baked himself on his own electric range, he secured considerable personal publicity and at the same time established the virtues of the electric range in the minds of all his defeated competitors. His advice on the subject of home cooking is now eagerly sought after—and prospects are easy to obtain.

¶ Novel Display Fixture Sells Lamps

The Nebraska Power Company report a steady increase in the sale of table and end-table lamps since they installed the unusual display fixture shown in the accompanying photograph. The fixture was designed by a lamp manufacturer, but built by the Nebraska Power Company's own carpenter in Omaha.

It is lacquered black and trimmed in Chinese red and evidently has great powers of attraction in connection with a good selection of modernistic lamps.



¶ 30-Day Campaign Too Long for Small Appliances

The Northern States Power Company, Fargo, N. D., office, recently sold thirty-eight irons in three days. There are approximately 4,300 residence meters on its local lines. The inducement was "\$2 for your old iron."

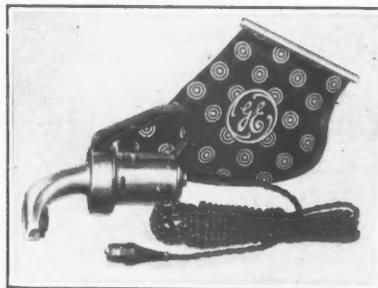
During its March toaster campaign it attained its quota of forty-three at the expiration of the seventh working day. It took twenty-one working days to sell fifty-one more of these minor appliances. Seventy per cent of all orders were turned in by 33 per cent of the total number of employees actively soliciting business.

Manager W. L. Wetz cites these facts to support his contention that thirty days is too long a period to sustain interest in a minor device campaign. This, he claims, is especially true of the general employee whose co-operation is valued highly.

"Both the public and the sales people get tired and refuse to become excited after the second week," he declares. "I think that a comparatively low priced device, which does not require time for a preliminary educational effort to sink in, can be made to come within ten to twenty per cent of the monthly figure if it is limited to two weeks packed full of genuine, sustained advertising and hard work—and at a considerable saving in dollars and cents promotional cost."

New MERCHANDISE

*Recent Developments in the Appliance Market
Gathered by the Editors*



G-E Small Hand Vacuum Cleaner

To supplement the present line of G-E vacuum cleaners, the General Electric Company, Merchandise Department, Bridgeport, Conn., has brought out a new hand cleaner, weighing only 3½ lb. This new cleaner, Model 85, is designed to perform the work of attachments of large cleaners with a minimum of effort. Although small and compact, the company points out, it possesses unusually strong suction. It is made of polished aluminum, has a molded-compound handle and is operated by a trigger switch conveniently located at the side of the motor. On the rear of the nozzle is a single brush, permanently attached. The 20-ft. flexible cord is equipped with a molded rubber attachment plug. The cleaner has a G-E ball bearing motor which does not require oiling. It is made for operation on a.c. or d.c., takes 130 volts and is suitable for use on 110-volt circuits, 50 to 60 cycles. The intended list price is \$13.50.—*Electrical Merchandising*, April, 1929.



Triplex Extractor-Type

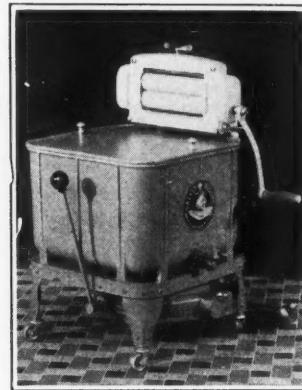
That it has practically no vibration when the extractor basket is running with an unbalanced load is claimed for the "Triplex" extractor-type washer by its manufacturer, The Triplex Washing Machine Corporation, 549 West Washington Boulevard, Chicago.

The machine employs a spray rinse which rinses the clothes while the next batch is being washed. As the clear, fresh water is sprayed through the revolving clothes it is carried off into the nearest drain by the automatic pump. When the washing is completed the washer tank is automatically emptied. The finish of the washer is white porcelain and nickel. The submerged agitator is of aluminum. Its capacity is 7½ lb. The intended retail price is \$175.—*Electrical Merchandising*, April, 1929.

Tourist's Folding Ironing Board

While not strictly an electrical item, the folding ironing board offered by the G. M. Thurnauer Company, Inc., 6 East 20th Street, New York City, is a ready companion-piece for the traveling iron, and with the small iron, would make an acceptable Christmas gift.

This board is light in weight, easy to handle and folds up to tuck away in a large envelope. Three sizes of the board are offered: No. 108, 8 in. by 24 in. for the suit-case; No. 109, 9 in. x 30 in. for the trunk; and No. 110, 10 in. x 35 in. for apartment use. Metal supports raise the board 4 in. above the table to permit putting garments over the board as on a floor standard. The intended retail prices of the board are, respectively, \$1.75, \$2.25 and \$2.50.—*Electrical Merchandising*, April, 1929.

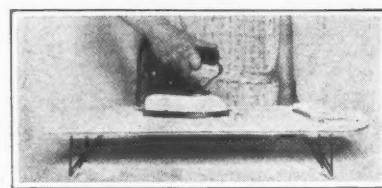


Galvin Washer

In the new model small washer of the Galvin Electric Manufacturing Company, St. Louis, Mo., the chassis is made of pressed steel and cast iron with a cast iron gear housing fitted with oversize worms and gears, polished cut steel, similar to those used in the larger washers. The agitator is of aluminum, of patented design, with bearing above the water line, to eliminate the necessity of packing and to prevent water leakage.

The tub and lid are aluminum, the outside of the tub being finished in green or buff lacquer. The wringer also, is aluminum and is so designed that it can be readily lowered when not in use. The inside dimension of the tub is 15 in. x 15 in. x 11 in. and its capacity two sheets or approximately 4 lb. of dry clothes.

The wringer is hand operated and embodies special Lovell rollers. The tension can be adjusted by turning the wing screw to the desired tension. The net weight of the complete unit, including wringer, is approximately 78 lb. The height from floor to top of tub is 23 in. With the wringer folded back, the washer can be easily rolled out of the way under the kitchen sink. The intended retail price is \$66.—*Electrical Merchandising*, April, 1929.



Graybar Two-Fan Vacuum Cleaner

Designed to reduce noise and built to stand up under the most trying conditions for many years' service is the new No. 20 two-fan cleaner of the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City. The use of two fans, smaller in size and running at a slower speed is intended to reduce the high frequency hum and create better balance. One fan is located at the fore part and the other at the rear of the motor.

The cleaner employs a motor-driven brush. No oiling is required as the rotating parts of the motor and brush are mounted on ball bearings. The appearance of the cleaner is also improved—the height is lowered.—*Electrical Merchandising*, April, 1929.



Marion Model 55W Range

For installation where space is limited, the Rutenber Electric Company, Marion, Ind., has designed a range with low oven-type construction. The size of the oven is 16 in. x 16 in. x 12 in. and the top measures 22 in. x 22 in. The height to the cooking top is 32½ in.

The range is made of Armco rustless steel and is finished in all-white porcelain enamel. It has two "Cloverleaf" surface units, 1200-600-300 watts capacity, one bottom leaf surface unit, 1600-800-400 watts, an oven broiling unit of 1200-600-300 capacity and an oven baking unit, 1200-600-300 watts. The units are controlled by three-heat reciprocating snap-switches. The oven is insulated on all sides with mineral wool. The range may be had with or without temperature control. The intended list price without temperature control, is \$90; with control, \$115.—*Electrical Merchandising*, April, 1929.

New Electrical Merchandise



Conover Small Dishwasher

For small families, small kitchens and small incomes, the Conover Company, 140 South Dearborn Street, Chicago, has brought out a portable dishwasher, small in size, that can be rolled under any standard 36-in. sink when not in use.

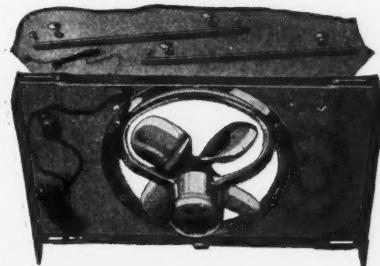
This new Model US-1 dishwasher is made to handle 31 dishes and 24 pieces of silver at one time. It has all the features of the larger "Conover" machines, the most outstanding of which is the arrangement for filling and emptying the water—filling from the faucet and emptying (electrically), into the sink, without extra plumbing connection. Operates from the lighting circuit. The finish is mottled light green porcelain enamel at top and bottom, shading to white in the middle. The intended retail price is \$94.25.—*Electrical Merchandising*, April, 1929.

Universal Ventilator

Another new addition to the "Universal" family of Landers, Frary & Clark, New Britain, Conn., is an electric ventilator for household use.

One of the features of this new ventilator is the patented "eagle's hump" propeller, scientifically designed with a hump near the base of each blade, after the fashion of the powerful wings of the eagle, giving marked efficiency in operation. The fan has a capacity of 800 cu. ft. a minute, completely changing the air every few minutes.

The ventilator is mounted on a panel and is easily installed. Four screws hold it firmly in place. It is made to fit snugly into the top of the window casing without shutting out light or interfering with the operation of the window. It is made with a.c. and d.c. motors in three sizes for windows of 21 to 26 in. wide, 26 to 36 in. and 36 to 50 in. wide, respectively. The propeller, motor housing, ring and brackets are cast aluminum while the panel, of sheet metal, is finished in oriental green baked enamel. The intended retail price of the a.c. models is \$29.75; a.c. \$37.75.—*Electrical Merchandising*, April, 1929.



National Combination Waffle Iron, Toaster, Grill and Stove

A table cooking appliance of many uses is made by the National Electric Appliance Company, Madison Avenue and West 83rd Street, Cleveland, Ohio.

This "National" appliance is a waffle iron, toaster, grill and table stove—four appliances in one unit. All parts are finished in nickel over copper. Four nickel-chromium heating elements are employed, with a total of 1,320 watts. A maximum of 660 watts only can be used at one time. The full-heat disc stove and toaster have a capacity of 660 watts; the 660-watt element in the bottom of the lower waffle unit provides heat for the broiling and grilling of steaks, chops, etc. The heavy, cast-aluminum waffle iron has 330-watt element in top and bottom. A generous 10-in. tray is designed to catch all drippings and protect the table. Intended retail price, complete, \$12.—*Electrical Merchandising*, April, 1929.



Federal Radio Announces Price Reductions

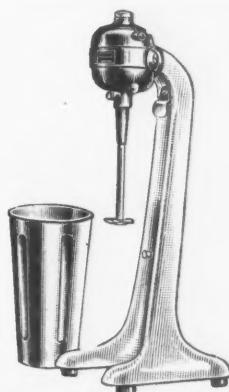
A new production and merchandising plan has been effected by the Federal Radio Corporation, Buffalo, N. Y., to facilitate an output on a very elaborate scale of the new Federal "K" receiver, the first, it is pointed out, using a shield grid tube placed on the market by a licensed manufacturer.

Prices on the "K" receivers which formerly ranged from \$127.50 to \$237.50 are announced as follows: K-10-60 or 25, \$114.50; K-40-60 or 25, \$154.50; and K-1-60 or 25, \$164.50. Despite the radically different production plan, the announcement reads, Federal's reputed quality will be maintained throughout.—*Electrical Merchandising*, April, 1929.

Wall-Outlet Heavy-Duty Griddle

Ten big features are claimed by the Russell Electric Company, 340 West Huron Street, Chicago, for its new "Hold-Heet" restaurant and lunch-room griddle. Among these features are included the unusual, attractive and compact construction; the three degrees of heat, with switch; operation from the ordinary lighting circuit; the drip catcher around the edge and the drain in the back; the standardized size so that other units may be added, as desired, and the griddle plate 12 in. wide by 14 in. deep.

The griddle is made of heavy, cast aluminum and can be used for practically all lunch-counter cooking. Intended retail price, \$28.—*Electrical Merchandising*, April, 1929.



Hamilton Beach Colored Drink Mixers

Many new features are incorporated in the No. 10 electric drink mixer of the Hamilton Beach Manufacturing Company, Racine, Wis. These features include a flexible mounting by means of which the agitator will whip back in line should the cup accidentally knock against the agitator; the demountable motor; the chromium cup and chromium plated exposed metal parts; and the colored finish. The new mixer may be had with uprights of snow-white, jade green, ivory or jet black. The intended price is \$22 in white and \$23.50 for other finishes mentioned. Denver and West prices, 50c. additional.—*Electrical Merchandising*, April, 1929.

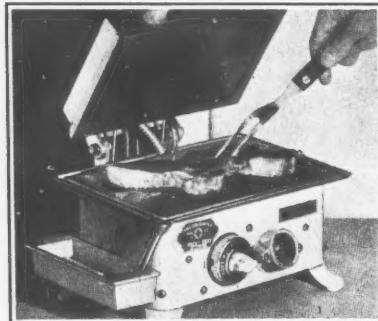


Graybar Electro-Dynamic Speaker Table

Designed to afford every owner of a power-output stage receiver with the latest features of electro-dynamic speakers, without the necessity of replacing the receiver itself, is the new electro-dynamic speaker table, brought out by the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City. Interest is directed to this new unit, it is pointed out, because of the wide range of reproduction afforded by means of a baffle area of unusual size and because of the distinctive design of the table itself.

By the addition of this unit, the radio owner can bring an otherwise antiquated receiving set up-to-date. It is declared that in this table an adequate baffle area has been housed in a console-table of conventional design for the first time. The table is constructed of five-ply walnut veneer, finished in walnut with a high-lighted finish. The table is designed to accommodate the majority of table radio receivers now on the market. It is known as Graybar No. 33. Intended retail price, \$90.—*Electrical Merchandising*, April, 1929.

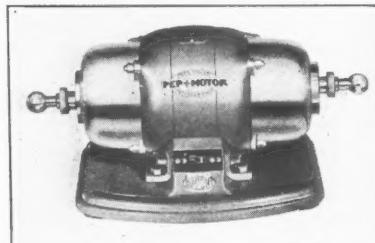
New Electrical Merchandise



Griswold Combination Sandwich Grill

To meet the continually growing demand from sandwich shops and small restaurants for light commercial cooking devices, the Griswold Manufacturing Company, Erie, Pa., has brought out a sandwich toaster in combination with a bacon and steak grill. The model 410 illustrated is 13½ inches long, 10½ inches wide and 9 inches over all. The frame is of vitreous enamel in jade green or turquoise blue. It may be nickel plated also. The grids are nickel plated. Three heat control switch is provided, giving 660 watts for the grill and 330 watts as toasting heat. The pilot light acts as a signal to show when current has not been turned off.

The intended retail price of the model 410 is \$43.50; of the model 510, \$68. —*Electrical Merchandising*, April, 1929.



Pep-Motor Exerciser

Three models of "Pep-Motor" health machine are now being made by the Pep-Motor Manufacturing Company, 1307 Grand Avenue, Kansas City, Mo. These models include a "Baby" model, a "Junior" and a "Senior." Another, a de luxe model, it is planned, will be brought out soon.

The "Baby" machine is equipped with a 4-in. belt, a 2-in. belt and a "hold down" strap with footman's loop. Its intended list price is \$62.50. The "Junior" model carries similar equipment and is listed at \$99. The "Senior" machine has an 8-in. belt with elastic tie strap with buckle, a 4-in. belt, a 2-in. belt, a set of hand grips, an abdominal belt and a special rubber-tipped stool. Intended list price, \$160. These prices apply to a.c. 110-volt, 60-cycle machines only; d.c. motors, \$7 extra. —*Electrical Merchandising*, April, 1929.

Westinghouse Lamp Prices Reduced

Announcement is made by the Westinghouse Lamp Company of a reduction in the price of the standard 50 and 60-watt Mazda lamps, thus making the list price of all standard household sizes, from 15-watt to 60-watt, 20c.

The company has also reduced prices on the 10 and 25-watt sizes in colored lamps, from 30c. to 25c. and the 40-watt, ivory and old rose, from 30c. to 25c. —*Electrical Merchandising*, April, 1929.

Britesun Carbon Arc Lamp

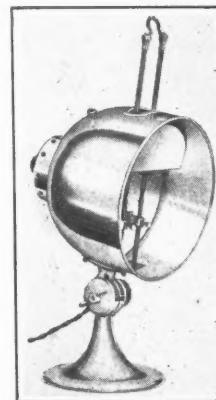
As an addition to the full line of therapeutic lamps for medical use, Britesun, Inc., 3735 Belmont Avenue, Chicago, Illinois, announces a small Britesun model for use in the home. This lamp differs, it is claimed, from other home lamps in that it is an automatic twin arc (four carbons), burning two eight millimeter, twelve-inch carbons above and two six-inch carbons below. It has a full rating of 12 amperes. It is supplied with protective screen and automatic shutoff. To reset the arc it is only necessary to press the carbon control slightly. It is for operation on any 110 or 120 DC or AC circuit, is supplied with a removable screen and may be suspended from the wall. The intended retail price is \$42.50. It also may be had mounted on a telescopic floor stand, which adds \$15 to its price. —*Electrical Merchandising*, April, 1929.



Miller Indirect Torchiere

Lighting of card tables has been one of the biggest problems of the modern-day hostess who wishes to provide "cozy" as well as efficient card-table lighting. To fill this need, the Miller Company, Meriden, Conn., has designed a floor-type torchiere, employing indirect light. The light from a 200-watt or 300-watt lamp is thrown to the ceiling and sidewalls and is then reflected downward on the table, eliminating glare and shadow and providing a maximum of comfortable light.

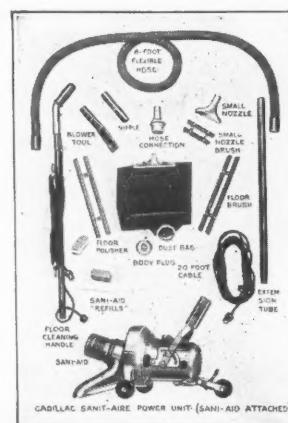
The torchiere is 68 in. high. Stand and bowl are of metal, in bronze finish. The intended retail price is about \$19. —*Electrical Merchandising*, April, 1929.



"Cadillac Sanit-Aire" Home Cleaning Outfit

For home cleaning use,—cleaning of rugs and furnishings, moth-proofing of upholstered furniture, removing cooking and smoking odors, cleaning and fumigating of automobile interiors and for the polishing of floors—the Clements Manufacturing Company, 601 Fulton Street, Chicago, has developed its "Cadillac Sanit-Aire" home system, a cleaning outfit with many uses.

The outfit includes a power unit and sanitizing compound, a "Sani-Aid" receptacle to hold this compound (fitting both the suction and exhaust side of the power unit), a dust bag, floor polisher, extension handle and full cleaning equipment for work both "on" and "off" the floor. This new outfit, the manufacturer points out, is made to retail at the price of the ordinary vacuum cleaner. —*Electrical Merchandising*, April, 1929.



General Electric All-Steel Refrigerator

Announcement has been made by the General Electric Company, Electric Refrigeration Division, Cleveland, Ohio, of a new, all-steel cabinet "without," reads the announcement, "a stick of wood in it."

The shelves of this new cabinet are unusually strong and made to support a 100-lb. weight without sagging. The hardware is greatly improved and is machine screwed into the steel with metal screws which will not corrode or rust. The door catch is so constructed that it can be closed securely when pushed by arm or knee. The legs are equipped with gliders to protect the linoleum.

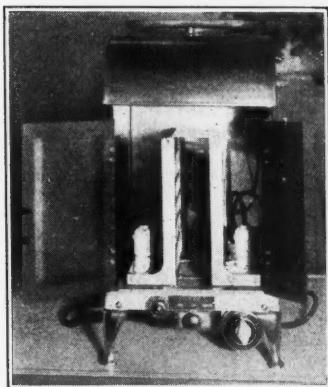
The announcement points out that the company, after the important and difficult task of designing the cabinet, had to design and build the giant presses with which to cut the steel, bend it into shape and weld together the molded forms. This large investment has been made, the company points out, to achieve by mass production, the best refrigerator that can be built at a price easily within the reach of the small families of the country. —*Electrical Merchandising*, April, 1929.



E-Z Pan Cake Grill

A pan cake grill, which can also be used for frying eggs, bacon, mush, etc., has been brought out by the C. S. Keene Machine Company, Box 91, Anderson, Ind. It is attractive in design, having the appearance of a frying pan with four legs. It is finished in polished nickel and has wood handle. The intended retail price is \$3.75. —*Electrical Merchandising*, April, 1929.

New Electrical Merchandise

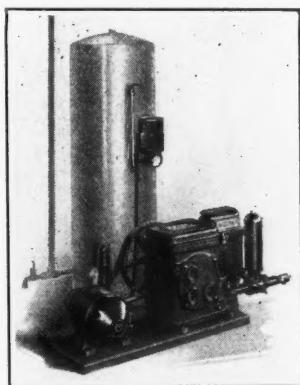


Jiffy Electric Stove

A number of features, new to electric cooking, are introduced in the new "Jiffy" electric stove of Serelco, Inc., 420 Lexington Avenue, New York City. This stove has an enclosed vertical broiler with double heating elements and operates on a principle of reflected, as well as direct, heat which greatly speeds up the cooking time.

The stove is 21 in. high, 11 in. wide and 14 in. deep. Two doors in the front close in the two vertical heating elements and the removable grill. On top of the cabinet is a hot plate and below is a little drip drawer. A four-section aluminum steamer for use on the hot plate is included in the cost price, but the stove may be purchased without steamer if desired.

The removable grill is adjustable so that it will accommodate the thinnest slices of bacon or a 3-lb. chicken and is large enough to hold 12 chops. One of the heating elements is stationary while the other may be moved back and forth by turning a small knob in the base of the stove, thus making it possible to bring both heating elements into direct contact with the meat, toast or toasted sandwiches in the grill. The two heating elements of the broiler consume only 1,320 watts, the hot plate only 660. It is so constructed that the broiler and hot plate cannot be used simultaneously. It has high and low heat control and operates from the ordinary lighting circuit. The intended retail price is \$49.50 in blue steel; white enamel, \$54.50; and colored enamel, \$59.50. These prices include steamer. — *Electrical Merchandising*, April, 1929.



Goulds Water System

One of the latest additions to the line of water systems made by Goulds Pumps, Inc., Seneca Falls, N. Y., is the new 4-in. stroke "Deepwell" outfit. This new unit is patterned after the 8-in. stroke outfit brought out by the company three years ago.

The head of the new system is totally enclosed. It has automatic oiling, is declared to be compact and quiet in operation and to embody improvements in design. — *Electrical Merchandising*, April, 1929.

Roper Automatic Electric Water System

The George D. Roper Corporation, Rockford, Ill., is bringing out a new complete, automatic electric water system, electrically driven and automatically controlled. It starts and stops itself and gives water under pressure at faucets.

The pump is of rotary type and operates between 15 and 35 lb. air pressure. When air pressure in the tank gets below 15 lb., the electric switch automatically starts the pump. When the pressure reaches 35 lb., the pump automatically stops. The pump is direct-connected to the motor. The construction is such that the tank is above the motor and pump.

There are only two working parts, gears, in the case. The gears are spiral in design and of solid bronze. Steel gears can be furnished in place of the bronze, if desired.

The 861 No. 1 shallow well outfit, with 6 gal. tank and 1/4-hp. motor, capacity 250 gal. per hour has an intended retail price of \$59.50, plus freight. The system is also made in a No. 2 size, with 10 gal. tank and 1/4-hp. motor, with capacity of 500 gal. per hour. Either black or galvanized tank may be had. The galvanized at slight additional cost. Larger sized tank may also be had. — *Electrical Merchandising*, April, 1929.



Graham Washer

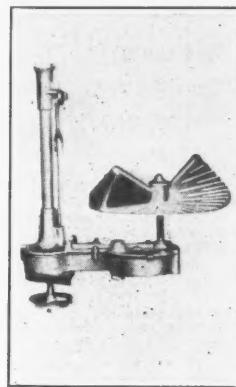
Washing action is provided in the new "Graham" washer marketed by Graroe, Inc., 528 Exchange Building, Boston, Mass., by means of a double-flinned "scrubber." Because of the design of this scrubber, the inventor points out, the clothes are subjected to a double cleansing—the thorough water action as in any good washer plus a gentle scrubbing action.

An automatic pump at the back of the machine is designed to empty the tub completely in two minutes. The pump is operated by the washer motor. All moving parts are enclosed in one unit. Oiling is required under ordinary household use only once a year. The capacity of the tub is 8 lb. of dry clothes. The machine is finished in gray enamel with aluminum trim. It has swinging reversible Lovell wringer. The intended retail price is \$165. — *Electrical Merchandising*, April, 1929.



Small Utility Light

"TipTopLite" is the name of a new hundred-use utility lamp brought out by the Melodelite Corporation, 130 West 42nd Street, New York City. It is made to fit anywhere a clip will go, or stands alone. A small, cone-shaped shade controls the beam of light. "Just top the top to change the beam." The lamp is made in a dozen bright colors, individually packed in attractive gift boxes. The intended retail price is \$2.25. — *Electrical Merchandising*, April, 1929.



Universal Range Cabinet and Cooking Utensils

Every cooking utensil that could possibly be desired by the young bride or the experienced housekeeper will be found in the Combination 57 white enamel range cabinet and complete kitchen equipment brought out by Landers, Frary & Clark, New Britain, Conn. The cabinet can be used with any "Universal" cabinet range. Many pieces of the new Heavy Gauge "Universal" aluminum ware, specially designed for top stove, waterless cookery use are included. The cutlery is "Universal Resistain" steel and the cooking utensils, "Universal Aladdin" aluminum ware. The equipment includes triplicate vegetable set, colander, double boiler, 4-qt. sauce pan, food chopper, 8-in. scissors, several cake pans, measuring cups, knives, spoons, etc. The intended list price of the cabinet and utensils, complete, \$100. Cabinet, without equipment, \$45. — *Electrical Merchandising*, April, 1929.



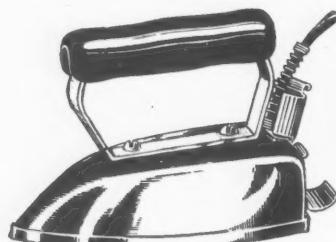
New Electrical Merchandise



Budd Reducer and Health Builder

One of the outstanding features of the new "Budd" health machine brought out by the Portex Manufacturing Company, 200 Varick Street, New York City, is its universal motor, the first machine, the manufacturers claim, to be equipped with a universal motor. The motor parts are encased in an aluminum housing, with all parts enclosed.

The machine weighs but 20 lb. It requires no adjustments, as the motor has been geared down considerably, the manufacturer explains, making the action smooth and yet effective. Intended retail price, complete, \$79.50.—*Electrical Merchandising*, April, 1929.



SuperLectric Traveling Iron

In the "SuperLectric" traveling iron brought out by the Superior Electric Products Corporation, 1300 South Thirteenth Street, St. Louis, Mo., 2½ lb. and 1 lb. sizes may be obtained. The iron is heavily nickel plated and equipped with standard heater cord in black and colors. A Nichrome element is used. The iron is constructed so that it will heat quickly and cool quickly so that it can be packed in a traveling bag in a short time after use. No. 95, 2½-lb. iron, with permanently-attached cord, \$1.75; No. 37, 1-lb. iron, \$1.50. No. 95 C. S. with detachable cord, \$2 and \$1.75 for the respective sizes.—*Electrical Merchandising*, April, 1929.



Freezing Molds for Electric Refrigerators

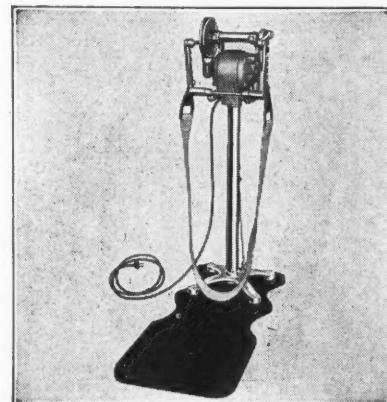
To "set" in attractive forms the salads and desserts frozen in the electric refrigerator, A. Kreamer, Inc., 307 Kent Avenue, Brooklyn, N. Y., has developed a set of freezing molds, made of solid copper, heavily tinned. The set includes a border mold, a solid mold and eight individual molds. The intended list price is about five or six dollars.—*Electrical Merchandising*, April, 1929.

Electrical Bladeless Razor

Operating from the lighting circuit and only slightly larger than the safety razors now in general use is a new electrical, bladeless razor, invented by Colonel Jacob Schick and marketed by the Magazine Repeating Razor Company, 285 Madison Avenue, New York City.

The new razor is based on a combination of shearing and nipping by rapid vibration at very high speed of the inner of two parallel slotted shearing plates.

The slots in the two plates are just large enough to permit the entry of a hair and just small enough to prevent the skin from being caught between the openings. The inner plate vibrates 7,200 times a minute and nips off the hair as it falls in through the outer slotted plate. Since there are no sharp edges or moving parts in contact with the skin, it is impossible to cut or abrade the skin, the inventor points out.—*Electrical Merchandising*, April, 1929.



Wise-McClung Exerciser

Two styles of "Sunshine" exerciser are offered by the Wise-McClung Corporation, New Philadelphia, Ohio—a stand model, with springboard base and a table model, for use on table, desk or window seat.

A ½-hp. Westinghouse motor is used, a.c. or d.c., with speed of 1,700 r.p.m. The machine has seven stroke adjustments, from ½ in. to 2 in., at 580 vibrations per minute at adjustment arm. The main unit bearings are of the oil-less type and are mounted eccentric for easy adjustment of belt tension.

The height of the floor model is 46½ in., requiring floor space of 41 in. x 17 in. Its weight is 55 lb., set up. Both models are equipped with 10-ft. cord and two applicators, the wide applicator having hand grips. The standard finish is polished aluminum, nickel and Seafoam Green lacquer, but special color combinations may be ordered. The intended Eastern list price, 110 volt, 60 cycle is \$110 for the stand model with springboard base, complete; \$97.50 for the table model. With odd voltage motor the exerciser is slightly higher in price.—*Electrical Merchandising*, April, 1929.

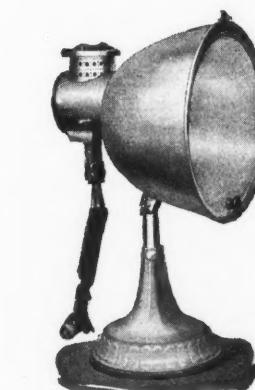
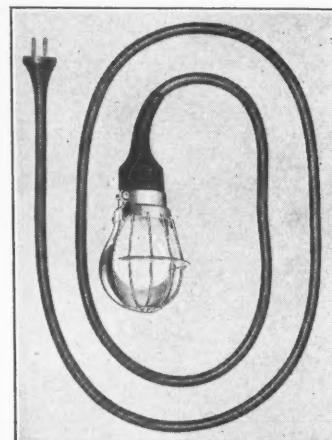


Unicord Safety Extension Lamp

Designed to withstand the rough usage of the oil industry and for general service in garages, shops and wherever else a small handy light that can be used close to the work is desired, is a new "Unicord" soft rubber unit, made by the Resilient Terminals Company, 88 Tenth Street, Oakland, Cal.

This "Unicord" unit combines a socket, cord and plug in one piece. All the units, from the socket that holds the lamp to the terminal tips the user inserts in the outlet receptacle, are bonded into rubber with the connections soldered so that there are no screws or rivets to work loose.

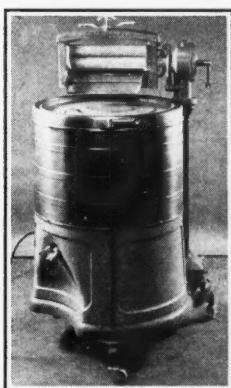
The lamp set is made in standard cord lengths of 20, 25 and 30 ft.—*Electrical Merchandising*, April, 1929.



Utah Sun Ultra Violet Lamp

A new carbon arc ultra violet lamp has been placed on the market by the Utah Radio Products Company, 1615 South Michigan Avenue, Chicago. This new lamp is of the table type, with pedestal base. Its height when extended is 20½ in., the minimum height being 14½ in. The bowl, of polished aluminum, is 12½ in. in diameter. The lamp is made for operation on 110 a.c. or d.c. circuits, 25 or 60 cycles. The intended list price of Model U is \$35. Box of 40 carbons, \$6. A localizer set with localizer shield, 3 localizer units and one orificial tube, \$5.—*Electrical Merchandising*, April, 1929.

New Electrical Merchandise

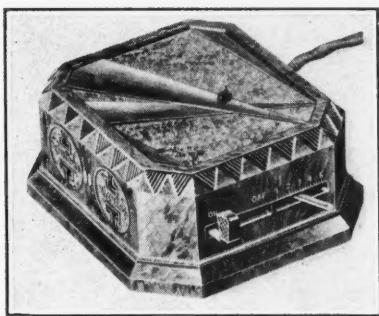


Whirlpool Model C Washer

Because of its sturdy construction and attractive appearance the new Model C "Whirlpool" washer just announced by the 1900 Washer Company, Binghamton, N. Y., is attracting an unusual amount of attention.

This new washer, it is stated, embodies the standard quality and washer action which have characterized the widely known and widely sold "Whirlpool" in the past.

Washing action is produced by a single vane circulator. The machine has copper tub of large capacity. The frame is attractively finished in two-tone green lacquer. The intended retail price is less than \$100.—*Electrical Merchandise*, April, 1929.



Hotpoint Automatic Table Timer

All electrical appliances are made automatic by the new "Hotpoint" table timer brought out by the Edison Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago. The device consists of a variable timing mechanism, a cord and plug for attaching to an ordinary electric outlet, a non-automatic electric outlet and an automatic electric outlet. Appliances plugged into the automatic outlet may be controlled for periods of two to twenty minutes, depending upon the position of the "Time Adjustment" lever which moves over the scale graduated from 1 to 5. By the use of this outlet, coffee, for instance, can be percolated the same number of minutes every day.

For operation, the time adjustment lever is set in the desired place and the automatic current switch is pushed over to the left as far as it will go, thus making electrical connection. At the end of the period, the switch will snap off, opening the circuit. The switch may be thrown off by hand before the end of the time period if desired. The non-automatic outlet will accommodate an appliance while the automatic outlet is in operation, thereby giving the service of a twin outlet. The timer is contained in a LaMode Green Calmold case. The intended list price is about \$6.50.—*Electrical Merchandise*, April, 1929.

Electrical Merchandise, April 1929

Thor Health Machine

Of vital interest to retailers and consumers alike is the announcement by the Hurley Machine Company, 22nd Street and 54th Avenue, Chicago, of its new "Juvenator" health machine, which is equipped with variable speed, universal motor. The gear box in the bottom of the motor is packed in grease and needs no refilling.

The "Juvenator" requires no stand as it is designed to clamp to any door. The clamp is rubber-faced, to give a firm grip on the door and to prevent marring of woodwork. Two speeds give an adjustment of two lengths of strokes. The weight of the machine is 10 lb. The 2-in. heavy web belting, with hand grips and strongly reinforced leather eyelets at ends, is 7 ft. long. A 10-ft. silk-covered cord is included in the equipment.

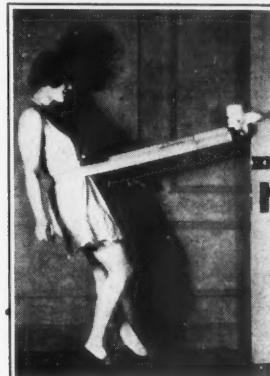
The "Juvenator" is finished in light green enamel, with metal parts nickelized. Its intended retail price is \$39.50.—*Electrical Merchandise*, April, 1929.



Decker Model 77 Washer

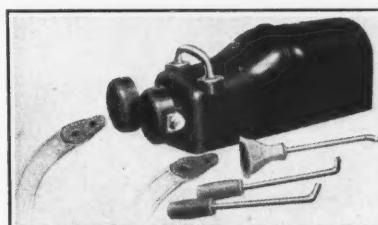
The new Model 77 washer as described by its manufacturer, L. M. Decker Company, Omaha, Nebr., is constructed on a 5 major unit plan: wringer and wringer gear head, tub, enclosed mechanical unit, Hydrotator and chassis. For servicing, the machine is so designed that it can be completely disassembled in five minutes. The pressed steel wringer and wringer housing can be readily lifted off. Gears operate in grease; oil-less bearings.

The tub is heavy copper, nickelized inside, lacquered outside, 22½ in. top opening. The splash ring is pressed into the tub. A ½-in. pitch toward the faucet is designed to provide perfect drainage. The lid has a special "snap-on" feature. The tub is detachable in 2 min. The mechanical unit is fully encased in grease, with worm drive power unit assembly. It is quickly detached from the washer by removing three suspension bolts. The Hydrotator is made of non-corrosive silicon aluminum alloy and has triangular stem, to prevent clothes from wrapping. A ½-hp. motor is interchangeable with a 4-cycle built-in Briggs & Stratton gas engine.—*Electrical Merchandise*, April, 1929.



Hollywood Health Machine

In addition to the conventional belt action, three special features are offered in the new "Hollywood" health machine brought out by Hollywood Health Devices, Cincinnati, Ohio. These features include a "normalizer" which is a patented feature whose function it is to break up fatty tissue in any particular spot by delivering a series of short, rapid blows at such speed that a special kneading manipulation is effected. A vacuum cup attachment greatly assists the "normalizer" by forcing into the blood stream the particles of fat. The third feature is a pair of handle bar grips for generally toning up the system.—*Electrical Merchandise*, April, 1929.



White Cross Therapeutic Lamp

The National Stamping & Electric Works, 3212 West Lake Street, Chicago, is announcing a new No. 20 "White Cross" therapeutic lamp, equipped with an 8½-in. aluminum reflector, a 260-watt stereopticon bulb, "on" and "off" angle toggle switch, white enameled wood handle and standard length cord and attachment plug. Its intended retail price, is \$4.50.—*Electrical Merchandise*, April 1929.

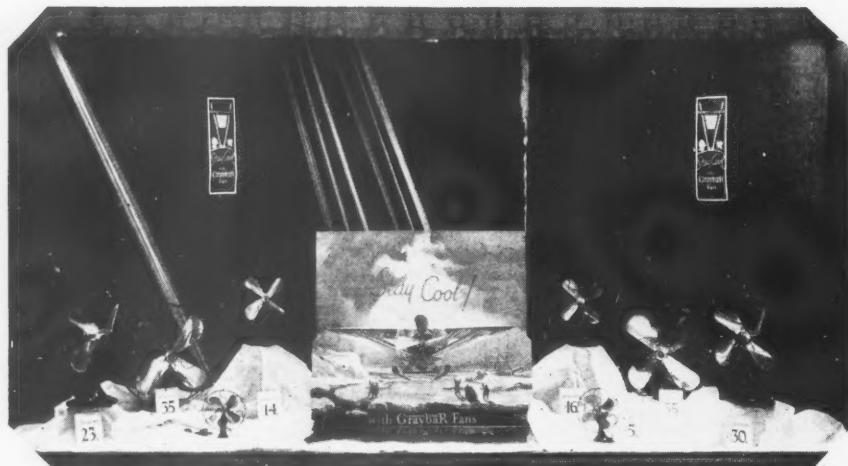


Electric Atomizer

In the new "Torrid" electric atomizer brought out by the Beardsley & Wolcott Company, Waterbury, Conn., Vick's "Vapo Rub" or any semi-solid or liquid preparation can be heated to just the right temperature for bathing the nasal passages with a heavy vapor, for relief of coughs, colds and other ailments of the respiratory tract.

The new device has DeVilbiss Nebulizer, all metal parts brass, heavily nickel plated. Rubber bulb, cord and base are finished in blue. Nichrome heating element, consuming 5 watts. Intended retail price, \$3.50.—*Electrical Merchandise*, April, 1929.

Dealer Helps from the Manufacturer



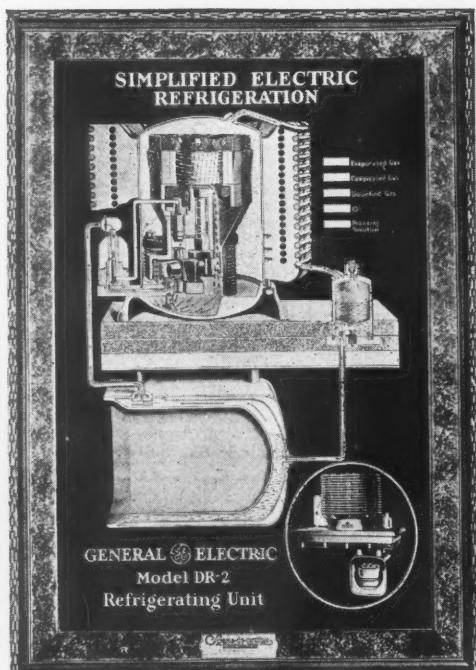
"Graybar" Fans

Picturing the ice and snow encountered by the Byrd Expedition, the new fan display of the Graybar Electric Company, New York City, brings a refreshing coolness to city folks sweltering under a hot summer sun. The display is 38 in. wide and 32 in. high. It is printed in eight colors—in purple, violet, green and amber, which colors are reflected in the mirror placed in the foreground, in front of the display. The window strips, shown in the display, are also part of the new "Graybar" fan sales helps.



"Savage" Ironing Manual

"Restful Ironing" is the subject of a new educational booklet issued by the Savage Arms Corporation, Utica, N. Y. As its title and the attractive cover indicate, the book is an ironing manual, written from the user's viewpoint by Elsie Hemingway and is a type of publication of unfailing interest to women. (Left.)



X-Ray of the "General Electric" Refrigerator

The complete cycle of the refrigerant as it passes from the evaporator through the compressor, liquefies in the condenser coils and goes back to the evaporator through the float valve, is shown in the new "Scene-in-Action" sign designed for the General Electric Company's Electric Refrigeration Department, Cleveland, Ohio. The sign is 18 in. wide and 30 in. high, beautifully framed and lighted. It pictures the operation of the DR-2 refrigerating unit. Even greater interest centers in the sign because of the use of color to denote the evaporated gas, the compressed gas, the liquefied gas, oil and the freezing solution, all of which are identified by their respective colors.



The Firing Line News.

New York

"For the Man at the Sales Front"

April, 1929

Neumuller Made Director Westinghouse Lighting Institute



Ralph Neumuller, recognized as one of the leading advertising and merchandising men of the electrical central station industry, has resigned from the United Electric Light and Power Company, effective April 1st, to become director of the new Westinghouse Lighting Institute, it was announced recently.

An ardent member of the National Electric Light Association, and an eminently successful worker on many committees of that association, Mr. Neumuller was elected in 1926 to the chairmanship of the Metropolitan New York Section, N.E.L.A. He has also been closely identified with activities of the Society for Electrical Development, the Empire State Gas and Electric Association, the Sales Managers Association, the Advertising Club of New York, the Utilities Advertising Association, the New York Electrical Society, and the New York Electrical League.

Akron League to Stage Electrical Show

Appliances and industrial apparatus to be equally featured

AKRON, O.—The electrical industry of Akron, O., under the auspices of the Akron Electrical League will conduct an electrical show from April 30 to May 4,

Electrical Merchandising, April 1929

Westinghouse Lamp Company Promotions

Kinsey Made Manager of Middle Western Division

EAST PITTSBURGH, PA.—Fred S. Kinsey, former manager of the Westinghouse Lamp Company at Philadelphia, has been promoted to manager of the Middle Western Division of this company, with headquarters in Chicago. His place will be taken by George B. Mackey, formerly miniature lamp specialist in the Philadelphia district.

Kinsey came to the Westinghouse Lamp Company about fourteen years ago as a salesman in the New York territory, was later promoted to manager of the syndicate department in the executive office and about a year ago was placed in charge of the Philadelphia branch office, and as of March 31 becomes manager at Chicago.

according to an announcement by S. C. Hansen, managing director of the enterprise. Appliances and industrial apparatus will be equally featured, it was indicated.

NELA Convention

Plans Take Shape

To Be Combined with Light's Golden Jubilee and Atlantic City Diamond Anniversary Celebration

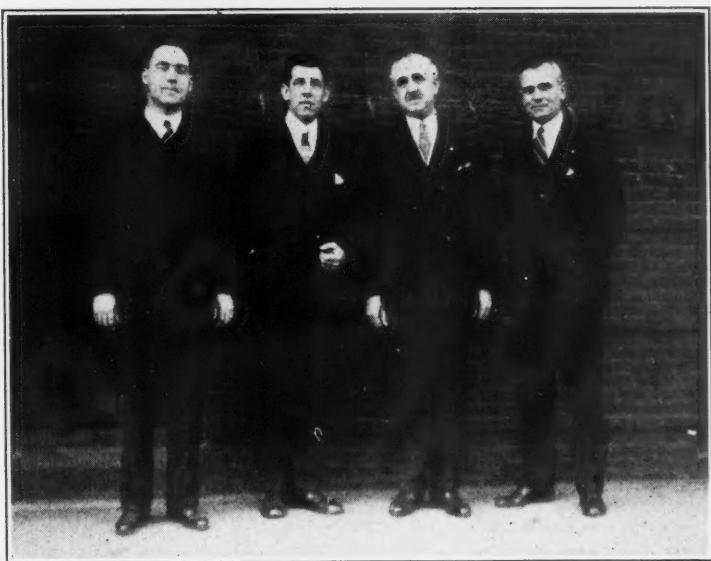
Ruthenburg Heads Copeland Products

Former General Motors Executive
Made President and
General Manager

DETROIT, MICH.—William Robert Wilson, Chairman of the Board, Copeland Products, Inc., Detroit, manufacturers of refrigeration machines, announces the selection of Louis Ruthenburg as president and general manager, effective March 16th.

Mr. Ruthenburg comes to Copeland Products, Inc., from General Motors interests, having, for the past two years, been vice-president and assistant general manager of the Yellow Truck and Coach Manufacturing company and its subsidiaries, the General Motors Truck Company.

Prepare Atlantic City Celebration



Three outstanding electrical engineers and lighting experts who came to Atlantic City to assist city officials in planning the resort's Golden Jubilee of Light. The event will also mark the formal opening of the new Atlantic City Auditorium—the largest convention hall in the world—as well as the resort's Diamond Anniversary.

Left to right—A. L. Powell, Chief Engineer, Edison Lamp Works, Harrison, N. J.; S. G. Hibben, Chief Engineer of the Westinghouse Lamp Works; Mayor Anthony M. Ruffo, Jr., of Atlantic City; and A. F. Dickerson, Illuminating Engineer, the General Electric Company.

NEW YORK, N. Y.—To all appearances the 52nd annual convention of the National Electric Light Association, which coincides with the 50th birthday of the invention of the incandescent lamp, should be one of the greatest in the history of the organization.

Atlantic City is planning to incorporate its own celebration—its Diamond Jubilee as a municipality—with that of the N.E.L.A. Convention and the celebration of Light's Golden Jubilee. One of the outstanding events of the week will be the dedication and opening of the new \$15,000,000 Atlantic City auditorium on Friday, May 31. The dedication was originally planned for an earlier date but was postponed to the time of the N.E.L.A. convention as a compliment to the electrical industry. It is estimated that thousands of delegates will arrive in Atlantic City two or three days in advance of the actual convention opening just to participate in these ceremonies. The city itself will be brilliantly lighted at night in honor of the Festival.

Due to the unprecedented activity expected at the convention this year, the Exhibition committee voted to move forward the opening date of the Exhibition in order that exhibitors may have an opportunity to place their goods on display before the general public. The opening date of the exhibition of the convention has been advanced to Friday, May 31, although the convention dates remain at June 3-7 inclusive. An inaugural ball in the ballroom of the new auditorium is planned for Saturday night, June 1.

Thomas Edison and Henry Ford, for long close friends and associates, will attend the opening of the national festival of light here and the convention, and it has been credibly reported that President Hoover will also attend, through special radio hook-up broadcasting a message to the country simultaneously with Mr. Edison and Mr. Ford.

Announcement of the celebration plan of the electric light and power industry of the land, with celebration headquarters in New York City, was made by S. G. Hibben, chief engineer of the

Westinghouse Lamp Works; A. L. Powell, chief engineer of the Edison Lamp Works, and A. F. Dickerson, assistant to W. D'Arcy Ryan, of the General Electric Company, noted lighting expert.

"It is not a movement of any particular group in the industry," said Mr. Hibben, "but of the whole industry. I cannot emphasize the magnitude of the event too strongly. The necessary funds—a very large sum—are guaranteed. We propose to spend, for example, more than a million dollars for newspaper and magazine advertising dealing with the celebration.

"All over the United States, during the late summer and early fall, we will establish a literal blaze of golden light by elaborate decorations, and through this and the advertising and publicity, center the nation's attention on light and its possibilities.

"This program will begin with the electrical decoration of Atlantic City, the display of the resort being, in fact, the opening gun of the nation-wide festival."

In Atlantic City, with a corps of the industry's engineers assisting in design, the lighting features will include bathing of the surf at night in tinted color from flood lamps concealed beneath the boardwalk. Numerous committees have been formed, also, to aid in carrying out the decorative schemes, headed by Mayor Anthony M. Ruffu, Jr., the city commissioners and leading citizens.

Miller Opens New York Showroom

New Office Located at 24 West 40th Street

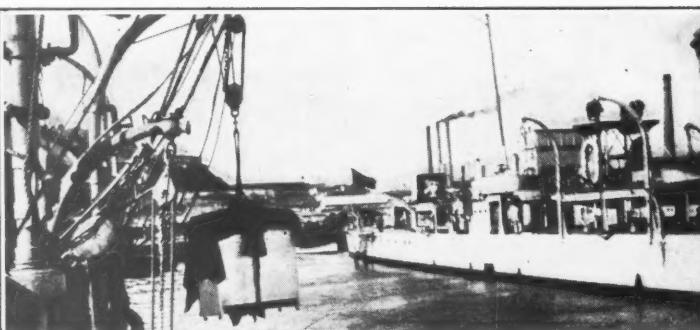
NEW YORK, N. Y.—The New York office and showroom of the Miller Company, Meriden, Conn., is now located in the Scientific American Building, 24 West 40th St., between Fifth and Sixth Avenues, it was announced recently.



One of the new Miller lamp showrooms in New York

A complete display of the company's electric lighting fixtures and portable lamps will be maintained.

Electric Refrigeration for Spanish Navy



Hoisting an electric refrigerator of American make (Kelvinator) to the deck of a Spanish cruiser, the *Mendez Nunez*.

Spain Goes in for Electrification

The Country Presents a Virtually Untouched Field for the Sale of Electrical Appliances

Electrical Exports Jump in 1928

Eight Million Dollar Increase Over Preceding Year

WASHINGTON, D. C.—Electrical equipment exported from the United States in December, 1928, amounted to \$10,255,408, an increase of \$30,499 over the corresponding month in 1927, according to figures just released by the Department of Commerce.

The value of electrical equipment exported during the entire year ending December 31, totaled \$110,729,121, it was revealed, an increase of \$8,213,664 over 1927.

Radio apparatus and equipment alone amounted to \$12,081,410 during 1928.

DeVeau to Manage New Beardsley & Wolcott Purchase

WATERBURY, CONN.—The sales management of the Berbecker and Rowland Mfg. Co., Waterville, Conn., recently purchased by the Beardsley and Wolcott Mfg. Co., will be under the supervision of A. S. DeVeau, Metropolitan district manager, according to a recent announcement.

The purchase of the Berbecker and Rowland Co., added a line of cabinet, drapery and upholstery hardware to the Beardsley and Wolcott Mfg. Co., manufacturers of Torrid Electrical Home Helpers and Torrid Willwear Electric Ranges. The New York office is located at 200 Fifth Avenue.

Goewey Goes With Sepco

Kenneth Goewey has joined the executive ranks of the Automatic Electric Heater Company (Sepco Systems), Pottstown, Pennsylvania.

Mr. Goewey has been given the title of vice-president in charge of the Middle-West territory.

Cutler-Hammer Buy Vanderpoel Mfg. Co.

Organization Changes Also Announced

MILWAUKEE, WIS.—Cutler-Hammer, Inc., of this city announce that they have acquired the business of the Trumbull Vanderpoel Electric Manufacturing Company of Bantam, Conn., which will be operated as a subsidiary under its present name.

This purchase, it was announced, will add a complete line of meter service and safety switches to the Cutler-Hammer line of motor control and wiring devices.

Changes in the organization were also announced.

Mr. P. S. Jones becomes manager of the New York District Office of Cutler-Hammer, Inc., manufacturers of electric motor control and allied apparatus. Mr. Jones was formerly manager of the Pittsburgh office of Cutler-Hammer. He succeeds Mr. C. W. Yerger, who leaves the company to accept a position with the Hanson-Van Winkle-Munning Co., Matawan, N. J.

Mr. T. S. Towle, formerly a sales engineer of the Pittsburgh office, becomes manager at Pittsburgh.

Mr. G. E. Hunt has been placed in charge of distributors' sales. Mr. Hunt is widely known in Eastern distributing circles having been located in the Philadelphia office for the past ten years.

She Knows Her Stuff



As far as we know, the only central station woman merchandise manager in the country is Neva Atkinson, sales director for the Yonkers Electric Light & Power Company, Yonkers, N. Y. Neva has her own ideas about merchandising and we hope, some day soon, to get her to tell you about them. One of the events of her regime is a beautifully-furnished model electrical apartment, built into the Yonkers showrooms, which was recently opened to the public as a permanent exhibit.

Mr. C. E. Hootman, an executive of many years of sales and engineering experience, will be in charge of the St. Louis office.

BARCELONA, SPAIN—Manufacturers of electrical appliances are looking forward with a good deal of interest to the International Exposition to be held here in the near future. At a recent electric power congress plans were made by the government of Spain for the electrification of the country on a large scale. Two new hydroelectric plans have just been completed with a potential capacity of over 3,000,000 hp.

Spain represents a virgin field for the sale of most electrical appliances. There were only 27 per cent wired homes in 1926 with about one million lighting consumers. Electric fans and irons are the most common of the ordinary household appliances. It is estimated that about 25,000 irons are sold annually—imported from Switzerland, Germany and America.

Only about 1,000 vacuum cleaners have been imported, mostly of the sweeper type. There are none manufactured in Spain and the most popular makes are Swedish, German and American.

Washing and ironing machines as well as electric ranges are virtually unknown; hot plates are used to some extent and toasters are used in hotels and restaurants, but in no homes. Percolators, chafing dishes and kettles are practically unknown. Refrigerators are used by only the larger hotels and restaurants.

It is believed that the best way to develop the Spanish market is through exclusive representatives who sell at retail in his own city and acts as a wholesaler for the rest of the country.

Johnson Distributors Open St. Louis Branch

DES MOINES, IA.—The Johnson Weitz Oil Burner Co., a pioneer firm of Des Moines, and distributors of Johnson oil burning equipment, have established a branch in St. Louis, Missouri, to sell and service Johnson oil burning equipment.

N. Y. League and Board of Trade to Combine

Broader Co-operative Activity in Industry Aim of New Organization

The electrical industry of New York has definitely decided to set up an active program of market development, to embrace the industrial and commercial as well as the domestic fields. Action was taken to that end at a meeting of twenty-five leaders of the local industry at a luncheon held on Monday, February 25 at the Bankers' Club. The plan is to merge into this new organization both the Electrical Board of Trade and the New York Electrical League but to continue their work and preserve their entities in so far as possible by having them function as sections of the new organization.

This gathering—a cross-section of the local industry—was brought together by Earl Whitehorne, who is president of both the Board and the League, following the suggestion of M. S. Sloan, head of the five metropolitan electrical utilities, that the two existing organizations co-operate in the development of a broader effort for the promotion of the electrical market in greater New York.

While pointing out the splendid possibilities for progress, Mr. Whitehorne assured the members of the two present groups that the valuable work which each has been doing should not be abandoned but rather encouraged and expanded in the new organization. He referred specifically to the monthly luncheon meetings of the League at which an average of 750 electrical men and women gather each month, and the credit, collection, arbitration, employment and information services which have been performed by the Board to the great benefit of this industry.

An open forum discussion revealed the desire of all those present for a consolidation such as proposed and the establishing of a broader activity looking toward an intensive sales program based on thorough analysis and survey of the local market.

A committee on Organization and Finance and a Committee on Market Development were appointed and will work out the program and bring back definite recommendations for carrying through the project. Mr. Whitehorne is chairman of the Organization and Finance Committee with Clarence L. Law, general commercial manager of the New York Edison Company, as vice-chairman. John G. Jahnnesson, president of the General Electric Supply Corporation, has been appointed chairman of the Committee on Market Development with Walter Williamson, vice-president of the Alpha Electric Company, as vice-chairman.

In addition to those already mentioned, the following were present: Manufacturers—H. H. Barnes, district manager, General Electric

The Derby Brigade



When the Majestic Radio Service boys took a trip recently to the Grigsby-Grunow Company in Chicago they decided upon the sartorial tout ensemble pictured above. Drastic measures should be taken to prevent any such outbreak in the future. Left to right: Henry Oberholtz, E. H. Moores, Harry Kelley, F. Johnson, Ed Oberholtz and Leo Dodds.

Quarfoot Changes Location

MILWAUKEE, WIS.—E. A. Quarfoot of this city, located for the past eight years at 376 East Water St., will move into larger quarters at 602 East Water St., on March 18, according to recent advice.

The addition of a complete line of electrical supplies makes it necessary to secure larger quarters, with improved facilities.

Co.; G. T. Dunklin, manager, merchandising division, Westinghouse Electric & Mfg. Co.; W. B. Pierce, division manager, Edison Electric Appliance Co.; Roger Williams, Landers, Frary & Clark; Herman Plaut, L. Plaut & Co. Utilities—James R. Pollock, assistant to the general commercial manager, New York Telephone Company; L. A. Coleman, vice-president, New York & Queens Electric Light & Power Co.; C. L. Harold, general sales agent, Brooklyn Edison Company; Joseph F. Becker, sales manager, the United Electric Light & Power Co. Jobbers—Geo. L. Patterson, president, Stanley & Patterson; A. S. Greenfield, president, Greenfield Elec. Supply Co.; William A. Kennedy, General Electric Supply Corporation. Contractors—T. H. Joseph, president, E. J. Elec. Installation Co.; A. Lincoln Bush, president, Belmont Electric Co.; W. F. Austin, president, Austin & Moore; Hugo Tollner, president, Tollner Electric Co.; Samuel Altshuler, Criterion Electric Co. Manufacturers' Agent—Samuel E. Kimball, president, Kimball Elec. Construction Co. Press—O. H. Caldwell, editor, Radio Retailing; Stanley Dennis, editor, Electrical Record; L. E. Moffatt, managing editor, Electrical Merchandising; Frank E. Watts, vice-president, Bennett-Watts-Haywood Co.

J. F. Kelley with Dover Mfg. Company

Former Manager of the N. Y. Appliance Bureau Resigns

NEW YORK, N. Y.—J. F. Kelley, former manager of the Appliance Bureau, New York, has been named vice-president of the Dover Manufacturing Company, Dover, O., with offices in the Graybar Building, New York.

Kelley has been employed by the New York Edison Company since the year 1906. He was an agent in the Contract and Inspection Department and later created manager of the Bureau of Special Canvassers. He has been manager of the Appliance Bureau since 1924.

Waffle-Iron Campaign

Georgia Power Sells 2,612 Irons in 12 Days

ATLANTA, GA.—A 12-day waffle-iron campaign staged by the Georgia Power Company was brought to a triumphant conclusion recently with a total of 2,612 irons sold. This number exceeded by 637 the number sold by the company in a similar campaign last year.

The Athens Division led the way in the district sales competition selling 156.8 per cent of the quota; Rome Division came next with 147.7 per cent; Augusta came third with 132.4 per cent; Atlanta was fourth with 130.9 per cent; and finally, Macon Division with 110.2 per cent.

Holmes Products Moves

NEW YORK, N. Y.—The executive offices of the Holmes Products, Inc., have been moved from 2 West 46th Street to the new Bartholemew Bldg., 205 East 42nd St.

Abbott Heads Eveready Sales

Former Crosley Sales Manager Joins National Carbon Company

H. Curtiss Abbott of Chicago, former general sales manager for the Crosley Radio Corporation, has been appointed sales manager of the radio division, National Carbon Company, Inc., makers of Eveready radio sets, it was announced recently by Harry S. Schott, general sales manager.

A graduate of Yale, Abbott has had many years experience in the radio business. Prior to his affiliation with Crosley he was sales manager, radio division, Kellogg Switchboard and Supply Company of Chicago. Previously he had been connected with Lyon and Healy, Inc., of Chicago.

Last year Abbott served as vice-chairman of the National Electric Manufacturers Association.

New Radio Tube Company Formed

Triad Manufacturing Co., to Present New Line

PAWTUCKET, R. I.—A new company, said to be capitalized at one million dollars, has been formed recently under the name of the Triad Mfg. Co., Inc., to manufacture a complete line of radio tubes, according to a recent announcement. The organization is headed by men of long experience in the radio tube industry and includes the following officials: George Coby, president; Ely Egnatoff, treasurer; Harry H. Steinle, vice-president and general sales manager, and William Cepke, secretary.

Dog-Sled Delivery



Snow and 29 degrees below zero weather did not prevent the Utah Power & Light Company from making delivery of an electric refrigerator in Rexburg, Idaho. When practically every form of transportation was paralyzed a dog team and sled were pressed into service, to deliver an electric refrigerator to a customer.

It Won't Be Long Now, Boys!

Scene: The Atlantic City boardwalk. Left: D. C. Cunningham, eastern sales manager, Gainaday Electric. Second from left: John M. Wicht, ditto, Simplex Appliance, New York. With the rolled-up towels W. M. Walsh, merchandise manager, Connecticut Light & Power, Hartford. The gentleman in step: W. H. McBride, secretary, Gainaday Electric.

"Nick" Nichols Promotes G-E Refrigerators

Made Sales Promotion Manager Through Erco, Inc.

BUFFALO, N. Y.—Arch "Nick" Nichols, former Buyer of Appliances for the J. N. Adams Company, Buffalo, has been appointed Promotional Sales Manager for General Electric Refrigerators through Erco, Inc., of this city.

"Nick" is a well-known figure in the appliance field and has a host of friends in New York State. Prior to his connection with the J. N. Adams Company he was sales manager for Voss Bros. Manufacturing Company. While with Adams he is credited with building up one of the largest businesses on washers and ironers for any individual outlet in New York State. Apart from this he was the first to introduce and sell gas house heating systems, electrically controlled.

Century Electric Opens New Branches

New Sales Offices in Omaha and Indianapolis

ST. LOUIS, MO.—The Century Electric Company of this city have opened branch offices in the Union State Bank Building, Omaha, Neb., and the Continental Bank Building, Indianapolis, Ind., according to a recent announcement to the trade.

Premier Service Company Changes Name

CLEVELAND, O.—The Premier Service Company of this city, distributing and service subsidiary of the Electric Vacuum Cleaner Company, Inc., manufacturers of Premier Electric Vacuum Cleaners, will be known as the Premier Vacuum Cleaner Company after March 1, according to a recent announcement.

J. E. Wilson Joins Union Supply Co.

BOSTON, MASS.—Mr. J. E. Wilson, formerly of Pettengill Andrews Company of Boston is now connected in a sales capacity with the Union Electrical Supply Co., according to a recent announcement.

Mr. Wilson has served as secretary of the Electrical Contractors' Association.

Keps Made Temple Distributor

PITTSBURGH, PA.—The Keps Electrical Supply Company of this city have been appointed distributors for the Temple Radio Receivers, according to an announcement

SHOWS and CONVENTIONS Coming

Canadian Electric Assoc. (Annual Meeting)	Algonquin Hotel	St. Andrews-by-the-Sea, New Brunswick	June 19-21
Indiana Electric Light Assoc. (Annual Meeting)	Hotel Gary	Gary, Ind.	May 1-3
National Electric Light Assoc. (Annual Convention)	Atlantic City	Atlantic City	June 3-7
NELA East Central Division Brown Hotel	Louisville, Ky.	Louisville, Ky.	May 7-10
NELA Middle West Geographic Division (Annual Meeting)	Fontenelle Hotel	Omaha, Neb.	April 25-26
NELA Southeastern Division (Annual Meeting)	Asheville, N. C.	Asheville, N. C.	May 8-10
NELA Southwestern Geographic Division (Annual Meeting)	Hot Springs, Ark.	Hot Springs, Ark.	Apr. 30-May 3
National Electric Wholesalers Association Convention The Homestead	Nat'l Park, Ark.	Hot Springs, Va.	May 27-31
Pacific Coast Electrical Assoc. (Annual Convention)	Hotel del Monte	Del Monte, Cal.	June 19-22
NELA Michigan Section (Annual Meeting)	Mackinic Island, Mich.	Mackinic Island, Mich.	July 1-3
NEMA (Annual Meeting)	Hot Springs, Va.	Hot Springs, Va.	May 20-25
New York Electrical Society (Monthly Meeting)			
North Central Electric Assoc.	Breezy Point	Breezy Point	June 23-25
Northwest Electric Light and Power Association (Annual Meeting)	Olympic Hotel	Seattle, Wash.	Summer Resort June 26-29
Pacific Coast Electric Assoc. (Annual Convention)	Del Monte, Cal.	Del Monte, Cal.	June 19-22
Westinghouse Agent-Jobber's Association (Annual Meeting)	Hot Springs, Va.	Hot Springs, Va.	June 10-15

McGraw-Hill Acquires Oldest Aircraft Paper

BUYS AVIATION, Weekly Founded Twelve Years Ago by Major Lester D. Gardner

NEW YORK, N. Y.—Purchase of *Aviation*, the oldest aeronautical magazine in the United States has been announced by the McGraw-Hill Publishing Company, through James H. McGraw, Chairman of the Board. The magazine, which is published weekly, was acquired from the Aviation Publishing Company of New York. Earl D. Osborn, who has been publisher of the periodical for several years, will join the McGraw-Hill organization and continue his activities in the field of the magazine.

Devoted to the broad field of aviation in all its phases, the weekly was established twelve years ago by Major Lester D. Gardner, until recently president of the Aeronautical Chamber of Commerce and now president of Aeronautical Industries, Incorporated. Under the new owners, who now publish twenty-five engineering, industrial and business papers, the field of the publication will continue to include aircraft manufacturers, engine and parts makers, airports, distributors and all others who are professionally engaged in aeronautics.



Everything necessary to a good golf game but the ball-striped sweaters, plus fours, golf clubs and a capable foursome, all lined up on the Seattle links—R. U. Muffley of the Puget Sound Power and Light Company, H. A. Boring of the General Electric, Harry J. Martin of the National Carbon Company and Harry Byrne of the North Coast Electric.

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